

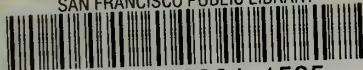
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1963 *ECONOMIC SURVEY*



AN ECONOMIC APPRAISAL AND REVIEW OF SAN FRANCISCO AND THE BAY AREA

Research Department — San Francisco Chamber of Commerce



TABLE OF CONTENTS

	<i>Page</i>		<i>Page</i>
San Francisco and the Bay Area: 1963.....	1	Insurance	21
What of the Future?.....	1	Education and Research	21
Climate and Topography.....	2	Agriculture and Mining.....	22-24
Population Characteristics	4-7	Power and Water Supply.....	24, 25
Housing Characteristics	7, 8	What's New in Construction?.....	25, 26, 27
Income Characteristics	10	Employment	27, 28
Outline map of the Bay Area.....	9	General Business Climate	28, 29
Consumer Prices	12	San Francisco's Government—	
Trends in Retail Trade.....	11	a City and a County.....	29
The Service Industries	12	Taxes and Valuations.....	30
Western Wholesale Trade Center.....	13	Medical Center	31
The Bay Region's Diversified Manufacturing...13-15		Hotel and Convention Center.....	31
International Trade and Marketing Center....	16	The Northern California Market.....	32
Bay Area Transportation Facilities.....	16-19	Comparisons: San Francisco	
San Francisco, the Financial Center.....	19, 20	and Other Western Cities.....	33

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SAN FRANCISCO AND THE BAY AREA: 1963

The San Francisco Bay Area, covering 6,989 square miles, consists of nine counties bordering San Francisco Bay, and can be arranged by economic sub units by counties:

Peninsula, or West Bay—San Francisco, San Mateo, Santa Clara counties

East Bay—Alameda, Contra Costa counties

North Bay—Marin, Sonoma, Napa, Solano counties.

Business and industrial growth in this multiple market is healthy and balanced. The 9-county population increase since 1960 has averaged about 10,917 per month. Most trades and industries are expanding to serve these growing markets. Manufacturing made brisk strides, with announcements during 1961 for the 13-county region of 962 projects, with outlays of \$170,378,000; of these 311 were new plants costing \$26,196,000 and 651 expansions costing \$144,182,000. In the last ten years, new plants and expansions valued at over \$2.3 billion have been announced.

Bay Area retail sales increased 29.7% between 1950 and 1960; wholesale sales 39.1%, and wages and salaries 62.5%. Estimated civilian employment in the Bay Area (9 counties) was about 1,520,000 persons in December, 1962, compared to 1,117,700 in 1950.

The 9-county population at July 1, 1962, was 3,933,700, an increase of nearly 300,000 people, or 8.1% since 1960. Net buying income in this area in 1962 was estimated at \$9,736,800,000, or \$7,954 per household. The San Francisco-Oakland Metropolitan Area—6 counties—ranks second in buying income per capita, sixth in total buying income, and seventh in total population and retail store sales among the leading metropolitan areas in the nation. Permanent residents migrating to the Bay Area accounted for about 62% of the increase in population from 1950 to 1960.

The Bay Region's high rate of population growth has been paralleled by unusually diversified industrial, residential and commercial development. Prime factors contributing to development are those of:

- Moderate, Mediterranean-type climate
- A geographical location central to controlling markets and resources of the West
- Abundant water and power supplies
- Highly skilled labor force
- Presence of at least twenty colleges and universities, including two of the world's greatest; and over five hundred research facilities of industry, schools, government and private institutions.
- One of the world's finest harbors, with deep water ports inland as far as Sacramento and Stockton
- A constant influx of new residents
- Nearly one thousand new or expanded manufacturing industry projects annually.

Natural opportunities abound for integrated cultural, industrial, and commercial development. The Bay Area is a little less than the area of New Jersey, but larger than the states of Connecticut and Rhode Island combined. The Area comprises only 4.5 per cent of California's area but accounts for 23 per

cent of the population, 23 per cent of retail trade, 25 per cent of the effective buying income, 31 per cent of the wholesale sales, 54 per cent of the waterborne commerce, and 30 per cent of bank deposits.

Nine-county construction authorized in 1962 was 15% higher than 1961, the record year; dwelling units authorized totaled 59,264, highest year on record.

Prospects for continued expansion and development are excellent because of the widely diversified requirements of the growing market, which is expected to reach 4.9 million residents by 1970 and 6.7 million by 1980.

San Francisco Bay contains many of the nation's greatest harbors, and collectively, they handle more waterborne commerce than any area on the Pacific Coast, due to their proximity to the Central Valley and the widely diversified industries of the San Francisco Bay Area. This area cleared more military cargo than any other port in the Nation following "Pearl Harbor." At the height of World War II shipbuilding program, San Francisco Bay Region was foremost. The San Francisco Port of Embarkation became the "most important port in the world," during the war in the Pacific.

*Occasionally, a 13-county Bay Region definition is used, which adds Sacramento, San Joaquin and Yolo counties because of their manufacturing and waterborne commerce (which is tributary to San Francisco Bay maritime traffic), and Santa Cruz county, because of its proximity. This 13-county Bay Region covers 10,857 square miles.

WHAT OF THE FUTURE?

In a study made in 1959 by the U.S. Department of Commerce entitled "Future Development of the San Francisco Bay Area 1960-2020," projections were made of population, employment and land use by ten year intervals for the nine county area. Highlights of the report were:

- By 2020, the Bay Area will have a population of 14,410,000 people, of whom 5,331,000 will be employed. The State of California is expected to have 73,000,000 persons by that year.
- There is sufficient potential urban land to accommodate the Bay Area's projected population and industrial growth.
- Population growth will be most spectacular in absolute numbers in Contra Costa (quintuple its 1960 population), Santa Clara and San Mateo (quadrupled) and Alameda, triple its 1960 population. In percentage growth, Napa with 660,000 in 2020 will have had a 985% increase from 1960. Solano and Sonoma are expected to increase their numbers eightfold over 1960.
- Central city populations are expected to grow, but gradually
- Santa Clara County will top the population of Alameda County (now the area's largest) in about the year 2010. In 1962, Santa Clara County passed San Francisco as the second most populous county in the Bay Area.
- Manufacturing growth will be greater than that of other industries over the 60 year period, with an estimated 305% increase in employment. Manufacturing at present is "relatively underdeveloped," and will grow rapidly to meet increasing demands of the larger and more prosperous population in the state and the West. Possible increases in freight rates from eastern industrial centers will further encourage branch

facilities of distant manufacturers.

- Due to research and scientific facilities and personnel available locally, much of the manufacturing development will be concentrated in new products—not even in existence now.
- Services will provide more jobs than retail and wholesale trade together. As disposable income increases, more persons will have more money to buy professional and technical services. The tourist trade will provide the Bay Area with an increasing percentage of total income.
- Based on the expectation that the Bay Area will retain its well-recognized position as regional headquarters for the military and governmental functions, government employment will increase nearly 300% by 2020. Proportionately larger increases are due for State and local governments.
- As the industrial structure of the Bay Area grows in complexity, so will the Bay Area grow as a center for the financial and insurance services, which will become even more important to the area than at present.
- Urban encroachment onto agricultural lands, and intensified use of both urban and remaining agricultural lands—these will be the dominant land use trends of the next 60 years. The present urban pattern, from San Francisco and Richmond south towards San Jose along the Bay, will coalesce and extend further into the Santa Clara Valley. The deepwater areas along the north side of Contra Costa will encourage additional industrial concentration extending inland. By 2020, most if not all land in the South and East Bay areas will be occupied by non-agricultural functions, while the Northern counties may still have adequate land for urban development.

CLIMATE AND TOPOGRAPHY

San Francisco's unique location at the northern end of a narrow peninsula which separates San Francisco Bay from the Pacific Ocean and forms the southern shore of the Golden Gate—the only sea level entrance through the Coastal Mountains into the Great Valley—causes San Francisco to be known as the air-conditioned city with cool, pleasant summers and mild winters. Flowers bloom throughout the year, and warm clothing is needed in every month.

Sea fogs, and the low stratus cloudiness associated with them, constitute another striking characteristic of San Francisco's climate. In the summertime, the temperature of the Pacific Ocean is unusually low near the coast and atmospheric pressures relatively high, while the interior of California is characterized by the opposite in both elements. This tends strongly to intensify the landward movement of air and to make the prevailing westerly winds brisk and persistent, especially from May to August. The fog or low-lying stratus cloudiness off the coast is carried inland by strong westerly winds during the afternoon or night and evaporated during the subsequent forenoon.

As a result of the steady sweep of air from the Pacific, there are few extremes of heat or cold. Dur-

ing the entire 87 years of temperature records in San Francisco, temperatures have risen to 90° or higher on an average of but once a year and dropped below freezing less than once a year. As a rule, abnormally warm or cool periods last but a few days.

Winds from the land are extremely rare in summer and usually result only in some diminution of the cool onshore winds. The diurnal land- and sea-breeze characteristic of many coastal regions does not prevail here. Pronounced wet and dry seasons are another characteristic of this climate. On the average, 84 per cent of the total annual precipitation falls during the five-month period November to March, leaving but 16 per cent for the remaining seven months of the year.

THE BAY AREA: "Pick Your Climate . . ."

There are wide contrasts in climate within short distances around San Francisco Bay.

East shore climate is similar to that in San Francisco, but daily mean temperatures are about four degrees higher at maximum, and four degrees lower at minimum. Annual precipitation at Oakland airport measures three inches less than San Francisco's 20.5 inches.

East of the Berkeley hills, summers are normally free of fog, and have low humidities with afternoon temperatures 15 to 25 degrees higher than Oakland. Summers in the nearby communities are almost rainless, with most of the precipitation falling during the October through April period. Rainfall varies considerably in the East Bay, ranging from 23 inches per year at Berkeley to 12.5 inches at Antioch.

On the peninsula, towns near San Francisco International Airport enjoy marine climates similar to that of the east shore area described above, with maximum daily mean temperatures from 2°-4° higher than San Francisco, and minimum daily mean temperatures from 4°-6° less. In the wet winter season, three quarters of all yearly rainfall occur between December and March. Summer weather is dominated by a cool sea breeze resulting in an average summer wind speed of nearly 15 m.p.h., reaching 20 to 25 m.p.h. in afternoons.

Southward along the peninsula and east of the Coastal Mountains, towards San Jose, summers are warmer and less windy, due to the diminishing influence of the sea breeze. The highly populated area from Millbrae to Palo Alto enjoys a modified Mediterranean type climate. A low overcast often occurs in the southern peninsula area for a few hours in the morning, but persists longer and comes in earlier in the northern section.

Nearby communities in Marin County, sheltered by fairly high peaks from the prevailing ocean winds, generally enjoy warmer and sunnier weather than San Francisco. Their climate is further modified by proximity to San Francisco and San Pablo Bays. Daily maximum temperatures for July average 16° warmer at San Rafael and 18° warmer at Kentfield than at San Francisco. Rainfall amounts are strongly influenced by the topography of the Coastal Range, with annual average rainfall varying from 26 inches at Hamilton Air Force Base to about 35 inches at San Rafael and 46 inches at Kentfield. During the summer season, low overcast frequently covers the entire area during the early morning

hours, but clearing begins early in the forenoon.

The climate of the coastal strip from Half Moon Bay to the south, to Bolinas Bay to the north is characterized by cool, foggy summers and mild win-

latitude to the 42nd parallel, is defined dramatically by two major mountain chains: the Coastal Range and the Sierra Nevada mountains. Mountains of the Coastal Range include the Trinity Alps in the

CLIMATIC CONDITIONS, MAJOR PACIFIC COAST CITIES

	San Francisco	Oakland	Sacramento	Los Angeles	San Diego	Portland	Seattle
Temperature:							
Monthly mean	56.8	56.5	60.9	63.9	62.4	54.6	53.2
Daily mean maximum	62.8	66.3	72.7	73.9	70.2	62.3	60.0
Daily mean minimum	50.9	46.7	49.1	53.9	54.6	46.8	46.3
Highest on record	101	102	112	110	104	107	100
Lowest on record	30	23	22	28	29	3	11
Relative humidity—noontime							
average	67	69(a)	60(a)	47	61(a)	72(a)	72(a)
Degree Days—normal	3001	3163	2600	1451	1574	4143	4438
Precipitation:							
Total inches	20.78	17.63	16.32	14.54	10.86	39.91	31.92
Days with .01 inch or more	67	65	60	40	44	149	153
Average snowfall—inches	T	T	T	T	T	9.0	8.6
T—Trace. (a) 10:00 A.M.							

ters. July and August are the foggiest months, but even then there is usually some midday clearing. Rainfall along the coastal strip averages slightly more than at San Francisco.

San Francisco, "City by the Golden Gate," whose City Hall is geographically situated at 37° 47' north latitude and 122° 25' west longitude—on a hilly peninsula with altitudes ranging from sea level to 933.6 feet U.S. Base (City Base is 8.6 feet lower), is bounded on three sides by water. Of a total of 129

north, as high as 9000 feet, the Santa Lucia Range on the Central Coast (to 5800 feet), and closing inward toward the Sierra at the southern end of Kern County, where Mt. Pinos (8826 ft.) is the highest. The Sierras, as they are more commonly known, form a huge backbone extending from Mexico on into Canada, and together with the Coastal Range, ring a great flatland area called the Great Central Valley, over 400 miles long and crowned at the northerly end by the 14,162 ft. Mt.

LAND AREAS

San Francisco County:(¹)	Sq. Miles	San Francisco Bay Area Counties:(²)	Sq. Miles
Mainland	45.451	Alameda	733
Alcatraz Island	0.034	Contra Costa	734
Yerba Buena Island	0.242	Marin	521
Treasure Island	0.635	Napa	790
Farallon Islands	0.188	San Francisco	47
Land area	46.550	San Mateo	454
Bay and ocean	82.817	Santa Clara	1,305
Total	129.367	Solano	827
		Sonoma	1,579
		Total Land Area	6,990

(1) City and County of San Francisco, Department of Public Works, 1960.
(2) 1958 California Statistical Abstract, State Senate.

square miles only 46.6 are land. It is among the few world cities with the distinction of having more than half of its entire perimeter washed daily by the ocean's tidal currents.

The general shoreline of San Francisco, including small inlets and harbors totals 26.2 nautical miles, or 30.0 statute miles.

San Francisco has within its boundaries three islands: Yerba Buena, Treasure and Alcatraz, besides the Farallon Islands group some 32 miles westerly of San Francisco, which have been included in the City and County of San Francisco since 1872.

San Francisco's 46.6 square miles represent less than one-tenth of one per cent of California's 156,741 square mile area.

The State of California, stretching 600 miles north from the Mexican border through 10 degrees

Shasta. The Sierras, ranging from 10,000 ft. to Mt. Whitney's 14,495 ft., form a great barrier pierced by only a dozen or so roads and a few railroads, and greatly influence weather and climate of the whole Pacific Coast and Intermountain areas. The Central Valley, drained by the Sacramento and San Joaquin rivers, is one of the nation's richest farming areas (see section on Agriculture). These rivers merge and drain into San Francisco Bay, which in turn has a 4200 ft. wide opening to the Pacific called the Golden Gate. San Francisco and Marin counties straddle this strait, which is about at the midpoint along the Pacific Coast of the U.S., and which gives the Bay Area a strategic situation in relation to its hinterlands, the coast, and the western half of the U.S.

POPULATION

CHARACTERISTICS

The 1960 United States Census showed that the City and County of San Francisco had a population of 740,316 on April 1, 1960, a decrease of 4.5% from the 775,357 of 1950. The city ranks twelfth in size among U.S. cities, and is second to Los Angeles among California cities. The national rankings show that in the 1950-60 decade, San Francisco dropped a notch, having been passed by two cities (Houston, Milwaukee) and gaining a place over Boston.

The loss in population in the city (as well as in other central cities such as Oakland, Berkeley, Richmond) is offset by the phenomenal gains of the Bay Area's outlying suburban areas, reflecting the desire to gain elbow room which is no longer available in older cities. San Francisco, as well as Boston and other cities which showed losses, was not able to expand city limits to take in portions of suburbia since it is surrounded by water on three sides, and on the fourth by Daly City and San Mateo County. San Francisco City and County has not changed its boundaries for over 100 years.

Apparently San Francisco reached its peak population in 1945, when a special census placed the total at 827,400 residents, including 59,743 military, 20,416 seamen on ships registered to San Francisco, and about 30,000 hotel occupants. By 1950, the military personnel had been reduced to 20,837 out of a total 775,357 residents.

In population density, San Francisco ranks highest among major cities of the West, but is outranked nationwide by New York, Newark, Chicago and Philadelphia, among cities of over 300,000 population.

San Francisco's 15,553 persons per square mile compares with other U.S. and California cities as follows (1960 figures):

New York City	24,697	Long Beach	7,498
Newark	17,170	Oakland	6,935
Chicago	15,836	Los Angeles	5,451
Philadelphia	15,743	San Diego	2,979

Of all U.S. cities having over 500,000 population, only Buffalo with 39.4 square miles had less land area than San Francisco in 1960.

The San Francisco-Oakland metropolitan area (3313 sq. mi.) ranks 6th in population in the U.S. Its density in the 1960 census was 840 persons per square mile; but at its present growth rate, the 1000 per square mile figure should be reached by July, 1964. Compared with the most densely populated metropolitan areas of the U.S., there still appears to be plenty of room for expansion in the San Francisco Bay Area:

New York—N.E.	New Jersey	3748
Boston		2673
Cleveland		2611

In addition to San Francisco's resident population, there are an estimated 125,000 persons living in other Bay Area counties who work in San Francisco. Of this total, about 56,000 are San Mateo County residents, 49,000 from Alameda and Contra Costa counties, and 17,000 from Marin. Approximately 15,000 San Franciscans commute daily to work outside the City, mostly to San Mateo County. These figures indicate a "daytime population" of about 855,000 persons for San Francisco.

As of July, 1962, the nine-county Bay Area had four cities of over 100,000 persons, and 16 cities of over 50,000 population, and a total of 85 incorporated cities.

1960 BAY AREA POPULATION CHARACTERISTICS

	San Francisco City and County			San Francisco-Oakland Metropolitan Area			San Jose Metropolitan Area		
	Total	Male	Female	Total	Male	Female	Total	Male	Female
Total Population.....	740,316	363,424	376,892	2,783,359	1,379,116	1,404,243	642,315	318,532	323,783
By age groups:									
Under 5 years.....	58,851	29,765	29,086	288,010	146,327	141,683	82,148	42,060	40,088
5 to 14 years.....	98,189	49,712	48,477	507,839	257,891	249,948	135,095	68,842	66,253
15 to 24 years.....	91,155	45,867	45,288	349,068	176,044	173,024	88,444	43,343	45,101
25 to 34 years.....	98,226	50,015	48,211	374,625	187,256	187,369	93,670	46,534	47,136
35 to 44 years.....	101,136	48,583	52,553	416,521	204,954	211,567	94,543	47,373	47,170
45 to 54 years.....	105,875	51,189	54,686	344,534	171,627	172,907	63,145	31,733	31,412
55 to 64 years.....	93,276	46,176	47,100	252,386	125,287	127,099	40,592	19,519	21,073
65 and over.....	93,608	42,117	51,491	250,376	109,730	140,646	44,678	19,128	25,550
21 and over.....	531,774	257,370	274,404	1,774,801	866,946	907,855	371,064	181,155	189,909
Median age.....	37.3	36.2	38.3	31.8	31.0	32.5	26.7	26.1	27.4
By race:									
White.....	604,403	293,042	311,361	2,436,665	1,203,026	1,233,639	621,625	307,692	313,933
Negro.....	74,383	36,209	38,174	238,754	117,259	121,495	4,187	2,079	2,108
Chinese.....	36,445	20,624	15,821	52,984	29,592	23,392	2,394	1,366	1,028
Japanese.....	9,464	4,301	5,163	24,462	11,412	13,050	10,432	5,232	5,200
Filipino.....	12,327	7,456	4,871	21,451	12,925	8,526	2,333	1,468	865
American Indian.....	1,068	529	539	3,883	1,988	1,895	705	360	345
Korean, Asian Indian & others	2,226	1,263	963	5,160	2,914	2,246	639	335	304
Marital Status:									
14 years and over, total.....	591,147	287,925	303,222	2,026,152	994,425	1,031,727	434,635	212,451	222,184
Single.....	160,745	91,908	68,837	444,035	256,816	187,219	91,041	51,413	39,628
Married.....	331,498	167,558	163,940	1,328,613	666,424	662,189	303,211	150,856	152,355
Widowed.....	61,147	12,846	48,301	159,380	32,345	127,035	25,960	4,735	21,225
Divorced.....	37,757	15,613	22,144	94,124	38,840	55,284	14,423	5,447	8,976
% over 14, not married.....	43.9	41.8	45.9	34.4	33.0	35.8	30.2	29.0	31.4

POPULATION TRENDS — HISTORICAL

	San Francisco			SF-Oakland Metro. Area (6 counties)	San Jose Metro. Area	State of California
	% Change	U.S. Rank				
1852	34,776	—	—	—	—	92,597
1860	56,802	63.3	15	84,774	11,912	379,994
1870	149,473	163.1	9	212,580	26,246	560,247
1880	233,959	56.5	10	347,928	35,039	864,694
1890	298,997	27.8	8	450,481	48,005	1,213,398
1900	342,782	14.6	9	542,964	60,216	1,485,053
1910	416,912	21.6	11	773,975	83,539	2,377,549
1920	506,676	21.5	12	1,009,467	100,676	3,426,861
1930	634,394	25.2	11	1,347,772	145,118	5,677,251
1940	634,536	—	12	1,461,804	174,949	6,907,387
1950	775,357	22.2	11	2,240,767	290,547	10,586,223
1960	740,316	-4.5	12	2,783,359	642,315	15,717,204

BAY AREA VITAL STATISTICS, BY PLACE OF RESIDENCE

County	BIRTHS			DEATHS			MARRIAGES*		
	1959	1960	1961	1959	1960	1961	1959	1960	1961
San Francisco.....	14,635	14,731	14,723	9,583	9,842	9,783	5,847	5,890	5,773
Alameda.....	20,585	20,779	21,512	8,164	8,422	8,502	4,974	5,058	5,426
Contra Costa.....	9,010	9,345	9,566	2,400	2,588	2,597	1,684	1,802	1,869
Marin.....	3,220	3,359	3,411	965	1,054	1,016	644	720	744
Napa.....	1,133	1,159	1,156	597	614	646	295	281	380
San Mateo.....	9,786	10,002	10,407	2,725	2,887	3,079	1,798	1,964	2,061
Santa Clara.....	15,664	17,467	18,593	3,995	4,267	4,383	3,375	3,681	3,917
Solano.....	3,833	3,886	3,835	998	934	1,021	686	671	662
Sonoma.....	3,001	3,108	3,222	1,652	1,664	1,738	842	766	846
Totals.....	80,867	83,836	87,038	31,079	32,272	32,765	20,145	20,833	21,678

*By place of occurrence. 1961 data is provisional

San Francisco now, as in its early beginning, is truly a World City. Its atmosphere has always been cosmopolitan; its neighborhoods, variety of restaurants, foreign language newspapers, street names, arts and crafts shops, bookstores and even its schools are clues to the Old World—both East and West—and the traditions of great cultures of the past.

Chinatown, of course, is famed as the largest Chinese settlement existing outside of Asia itself.

The North Beach section is populated with Italians of all varieties, the Mission District by Irish intermixed with Spanish, Mexicans, and Anglo-Saxons. Many other nationality groups, the Russians, Germans, French, Greeks, Armenians, Assyrians, Turks, and Canadians, among them, came to settle in San Francisco. The Japanese, primary link to the destiny of the Pacific Coast in its ties with the Far East, are centered around Post and Buchanan Streets.

COUNTRY OF ORIGIN OF FOREIGN STOCK

Three of every 10 inhabitants of the Bay Area were either born outside the United States or had at least one parent of foreign stock.

San Francisco, with only 4.7% of the State population, had 10.6% of the State's foreign-born residents, and 8.1% of the total foreign stock in California in 1960.

In the following table, country of origin is given for all nationalities which comprised over 1/2 of 1% of the total population in the Bay Area.

In all listed countries under "country of origin," Los Angeles County had the largest totals in the

State—except for Portugal. The Portuguese population in Alameda County—22,601—was largest in the State, with 23.2% of that nation's California population.

As in 1950, the 1960 Census showed that Italy ranks first as a source of foreign stock in San Francisco, with Germany second and Ireland third. Between 1950 and 1960, most nationality totals declined, as did the total population in San Francisco; however, Mexican and Portuguese increased their totals, and the number of Russians remained nearly the same.

While San Francisco had largest concentrations of foreign stock among Bay Area counties in most groups, Alameda County had the largest totals from the United Kingdom (24,498), Canada (21,470), Sweden (9,270) and Portugal (22,601), and Santa Clara County had the largest Mexican population in the Bay Area—31,833.

	San Francisco		Bay Area		Foreign Born	Native Born, Foreign Parents	% "Foreign Stock"	Largest Nationality Group	
	1960	1950	1960						
Total population	740,316	775,357	3,638,939	San Francisco	142,531	179,271	43.5	41,089	Italy
Native born, of foreign or mixed parentage..	179,271	192,210	705,934	Alameda	73,624	164,639	26.2	24,498	Unit. Kngdm.
Foreign born	142,531	120,393	367,273	Contra Costa	23,209	64,437	21.4	13,391	Italy
Total foreign stock.....	321,802	312,603	1,073,207	Marin	11,343	27,368	26.4	5,313	Italy
Country of origin:				Napa	4,259	10,026	21.7	2,202	Italy
Italy	41,089	53,011	142,767	San Mateo	41,504	91,693	30.0	21,984	Italy
Germany	29,073	36,639	97,474	Santa Clara	51,245	124,021	27.3	31,833	Mexico
Ireland	22,948	35,511	50,255	Solano	8,030	18,108	19.4	2,832	Unit. Kngdm.
United Kingdom	22,108	26,702	96,473	Sonoma	11,528	26,371	25.7	6,991	Italy
Canada	16,462	19,585	90,308	Total	367,273	705,934	29.5	142,767	Italy
Mexico	16,451	13,578	87,623	State of California ..	1,343,698	2,650,028	25.4	695,643	Mexico
Russia	16,223	16,590	39,173	According to official Census records, the foreign-born population in San Francisco since 1900 was as follows:					
Sweden	7,921	11,034	33,748				Total Population	Foreign-born	% of Total
France	7,542	9,629	21,021	1900			342,782	104,264	30.4
Poland	6,709	7,204	19,098	1910			416,912	130,874	31.4
Austria	5,577	7,249	17,261	1920			506,676	149,195	29.4
Portugal	2,360	2,269	46,539	1930			634,394	158,948	25.0
Area of origin:				1940			634,536	130,271	20.6
Europe	204,201	251,216	721,524	1950			775,357	120,393	15.5
Asia	61,530	n.a.	122,147	1960			740,316	142,531*	19.2
The Americas	49,415	n.a.	205,858						
Africa and other.....	6,656	n.a.	23,678						

n.a.—Not available.

According to official Census records, the foreign-born population in San Francisco since 1900 was as follows:

	Total Population	Foreign-born	% of Total
1900	342,782	104,264	30.4
1910	416,912	130,874	31.4
1920	506,676	149,195	29.4
1930	634,394	158,948	25.0
1940	634,536	130,271	20.6
1950	775,357	120,393	15.5
1960	740,316	142,531*	19.2

*Prior to 1960, the Census reported only foreign-born white population.

POPULATION TRENDS, 1940 TO PRESENT

	U.S. CENSUS			Estimate*	1960-62	Increase
	April 1940	April 1950	April 1960	July 1962	%	Monthly Average
San Francisco, City and County.....	634,536	775,357	740,316	745,000	0.6	173
San Francisco—Oakland Metropolitan Area:						
Alameda County.....	513,011	740,315	908,209	946,700	4.2	1,426
Contra Costa.....	100,450	298,984	409,030	448,200	9.6	1,451
Marin.....	52,907	85,619	146,820	166,700	13.5	736
San Mateo.....	111,782	235,659	444,387	492,800	10.9	1,793
Solano.....	49,118	104,833	134,597	144,900	7.7	382
6-County Total.....	1,461,804	2,240,767	2,783,359	2,944,300	5.8	5,961
San Francisco Bay Area:						
Napa.....	28,503	46,603	65,890	70,500	7.0	171
Santa Clara ⁽¹⁾	174,949	290,547	642,315	760,100	18.3	4,362
Sonoma.....	69,052	103,405	147,375	158,800	7.8	423
9-County Total.....	1,734,308	2,681,322	3,638,939	3,933,700	8.1	10,917
San Francisco Bay Region:						
Sacramento ⁽²⁾	170,333	277,140	502,778	567,400	12.9	2,393
San Joaquin ⁽³⁾	134,207	200,750	249,989	262,100	4.8	449
Santa Cruz.....	45,057	66,534	84,219	92,900	10.3	321
Yolo.....	27,243	40,640	65,727	74,600	13.5	329
13-County Total.....	2,111,148	3,266,386	4,541,652	4,930,700	8.6	14,409
Northern California:						
48 Counties.....	3,092,275	4,654,248	6,598,782	7,292,500	10.5	25,693
Southern California:						
10 Counties.....	3,815,112	5,931,975	9,118,422	9,801,500	7.5	25,299
State of California.....	6,907,387	10,586,223	15,717,204*	17,094,000	8.8	50,992
Oregon.....	1,090,000	1,521,341	1,768,687	1,872,800	5.9	3,856
Washington.....	1,736,000	2,378,963	2,853,214	2,959,600	3.7	3,940
3 Pacific Coast States.....	9,733,387	14,486,527	20,339,105	21,926,400	7.8	58,788
13 Western States.....	14,378,000	20,189,962	28,053,104	n.a.		
(incl. Alaska and Hawaii)						
UNITED STATES (all 50).....	132,164,569	151,325,798	179,323,175	185,601,000	3.5	241,454

⁽¹⁾ San Jose metropolitan area.

⁽²⁾ Sacramento metropolitan area.

⁽³⁾ Stockton metropolitan area.

*The State Dept. of Finance estimates the 1950-60 increase averaged 1,405 new residents each day—865 through net immigration and 540 excess births over deaths. Oregon and Washington estimates based on projections below.

n.a.—not available.

POPULATION PROJECTIONS, BAY AREA CITIES AND COUNTIES

Bay Area Estimates ⁽¹⁾	1970	1980	1990
San Francisco	841,300	889,400	937,600
Alameda	1,047,100	1,342,600	1,673,800
Contra Costa	459,000	640,300	940,300
Marin	180,700	257,700	346,300
San Mateo	509,700	716,100	933,200
Solano	160,400	243,700	361,600
6-County San Francisco-Oakland Metro Area.....	3,198,200	4,089,800	5,192,800
Napa	81,100	132,300	198,700
Santa Clara (San Jose Metro Area).....	827,300	1,197,300	1,545,800
Sonoma	182,200	309,800	485,100
9-County San Francisco Bay Area.....	4,288,800	5,729,200	7,422,400
Other Estimates:	1970	1975	1980
San Francisco ⁽²⁾	730,000	730,000	730,000
9-County San Francisco Bay Area ⁽²⁾	4,695,000	5,256,000	5,838,000
State of California ⁽²⁾	21,700,000	24,900,000	28,200,000
Oregon ⁽³⁾	2,249,000	2,502,000	2,783,000
Washington ⁽⁴⁾	3,326,000	3,647,000	3,999,000
Pacific Coast States ⁽⁵⁾	27,275,000	31,049,000	34,982,000
United States ⁽⁶⁾	213,810,000 ⁽⁶⁾	231,000,000	250,000,000

(1) U.S. Army Corps of Engineers and U.S. Dept. of Commerce joint study "Future Development of the San Francisco Bay Area 1960-2020." Projections (made in 1959) came close to 1960 Census results on the state level, but were too low for Santa Clara, and too high for Alameda and San Francisco counties.

(2) Ebasco Services, Inc., Van Beuren Stanbery and the San Francisco Bay Area Rapid Transit District.

(3) State of Oregon Department of Planning and Development.

(4) Washington State Census Board—middle estimate of 5 population projections through 1975; 1980 based on same growth rate as between 1970 and 1975.

(5) Most probable "medium" estimate, 3 states.

(6) U.S. Census Bureau.

HOUSING CHARACTERISTICS

Available housing in the San Francisco Bay Area has, in recent years, kept up with and in some localities surpassed the demand for new housing created by new families being formed and moving into the area. In the 1950-60 decade, census figures show that 372,197 housing units were added in the nine counties, for a gain of 42%. Construction of new residences in 1960 and 1961 averaged 3841 and 4097

units per month, respectively, in the Bay Area.

In the central cities of San Francisco, Oakland, and Berkeley, most of the new housing was in apartment buildings, while in San Jose and most suburban areas, single-family housing predominated. As the general prosperity of the populace increased from 1950 through 1960, the number of persons per dwelling unit declined (in itself creating more demand for housing) to 2.0 from 3.1 in San Francisco, and 3.2 to 2.5 in the San Francisco-Oakland metropolitan area.

BAY AREA HOUSING STATISTICS

	San Francisco City and County		San Francisco-Oakland Metropolitan Area		San Jose Metropolitan Area	
	1960	1950	1960	1950	1960	1950
Number of Households.....	310,559	265,726	978,399	741,668	199,922	91,670
Population in Households.....	713,321	698,176	2,695,642	2,080,310	622,219	272,536
Others (group quarters).....	26,995	—	87,717	—	20,096	—
Population per household.....	2.44	2.3	2.92	2.6	3.36	2.9
Occupied housing units.....	291,975	257,734	923,045	706,297	184,945	85,424
Vacant housing units.....	18,584	7,312	55,354	31,908	14,977	5,591
Vacant % of total.....	6.0	2.75	5.65	4.3	7.5	6.1
Owner-occupied.....	102,182	94,594	503,319	346,506	127,240	55,325
% of total.....	35.0	36.7	54.5	49.1	68.8	64.8
Renter-occupied.....	189,793	163,140	419,726	359,791	57,705	30,099
Persons per occupied housing unit.....	2.0	3.1	2.5	3.2	3.1	3.4

Source: Bureau of the Census.

HOUSING SIZE AND FINANCIAL CHARACTERISTICS (1960 Census Data)

Type of Structure	SAN FRANCISCO				6-COUNTY METROPOLITAN AREA			
	1960 Total	Owner- Occupied	Renter- Occupied	1950 Total	1960 Total	Owner- Occupied	Renter- Occupied	1950 Total
Single unit, detached.....	58,273	45,684	11,459	72,377	533,492	417,483	95,749	318,576
Single unit, attached.....	51,951	36,685	14,225	17,839	85,419	44,014	38,090	21,942
One or two units, semi-detached.....	—	—	—	6,507	—	—	—	20,389
Duplex.....	37,973	11,484	24,910	39,174	75,261	20,678	50,086	74,996
3 or 4 units.....	31,546	4,507	25,604	30,760	69,567	8,722	56,048	61,286
5 to 9 units.....	130,781	3,796	29,136	37,904	207,778	6,172	57,536	86,370
10 to 19 units.....			25,426	25,984			41,983	43,240
20 to 49 units.....			29,121	25,558			45,459	35,373
50 or more units.....			29,926	9,456			34,445	10,379
Trailers.....	12	4	8	167	6,576	6,193	383	2,959
Total Units.....	310,536	120,160	189,815	265,726	978,093	503,262	419,779	675,510

Values of owner-occupied homes in San Francisco increased 45.4% in the 1950-60 decade, compared with 44.2% for the 6-county metropolitan area and 60.7% for Santa Clara County. Of California counties with highest median values of owner-occupied homes in 1960, four of the five highest counties were Bay Area counties: Marin \$20,200; San Mateo \$18,400; Santa Barbara \$17,700; San Francisco \$17,300; and Santa Clara \$17,100.

After several years of planning, financing difficulties, slum clearance and other delays, actual construction is under way on three major projects in San Francisco.

First project area to be cleared was the Western Addition Area One, in 1959-60, consisting of approximately 108 acres, now being rebuilt primarily with high-rise and garden apartment buildings containing 2187 dwelling units. Most of the area was formerly densely populated, with pre-earthquake Victorian homes and flats in dilapidated, crowded condition. About three blocks are devoted to what is to become the Japanese Cultural Center, with shops, a Kabuki theater, and a hotel. This

major cultural center will be the first of its kind in the United States.

Diamond Heights, on the southeast slope of Twin Peaks, was formerly a barren hilly area saddled with an unworkable grid system of streets, and but a scattering of homes on its 330 acres. With extensive grading and a new contour street pattern, the area was transformed into valuable, usable land, capped by Red Rock, Gold Mine and Fairmount Hills. Most of the property was sold to residential developers for single-family housing, with hilltop areas reserved for high-rise apartment buildings. About 2427 homes and apartment units will rise in this area before 1964 or 1965.

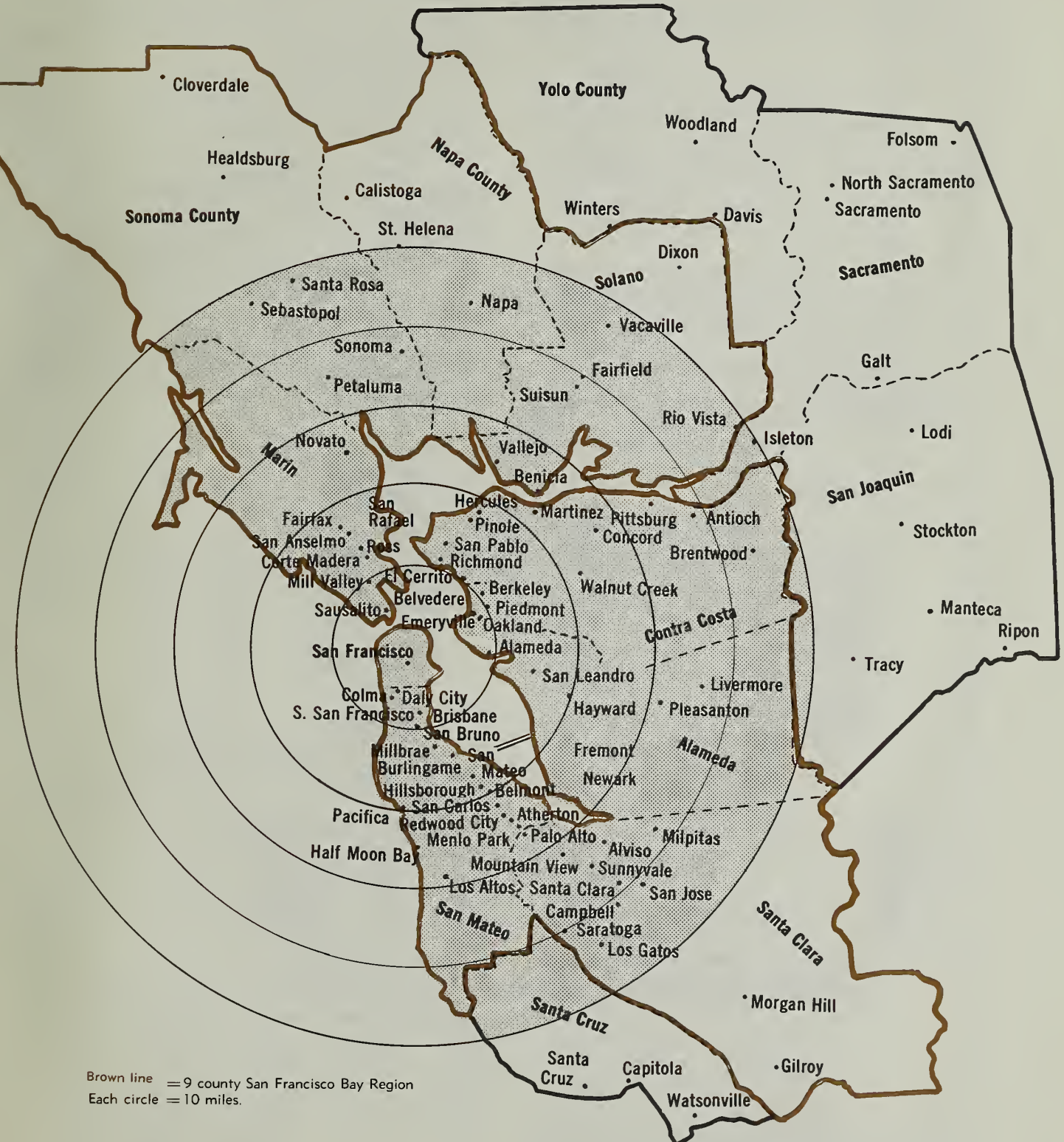
The 45 acre Golden Gateway project, north of Market St. along the Embarcadero, was the site of the old wholesale produce market area. Ground-breaking for the first units of the 2294 unit apartment plan was held in 1962, before all the project area had been cleared. In addition to the towering apartment structures, a 25-story office building and 1300-car garage are planned for the area closest to the financial district.

VALUE RANGE, OWNER-OCCUPIED UNITS

	San Francisco		S.F.-Oakland Metro Area		San Jose Metro Area	
	1960	1950	1960	1950	1960	1950
Under \$10,000.....	4,897	20,315	39,827	106,487	5,903	18,917
\$10,000 - 14,900.....	22,505	33,108	149,203	110,063	32,427	15,070
15,000 - 19,900.....	30,043	8,186	138,309	33,711	43,465	4,557
20,000 - 24,900.....	13,825	5,197	62,122	23,605	18,068	3,474
25,000 - 34,900.....	7,542		41,211		11,630	
35,000 or more.....	5,525		27,259		5,785	
Total Units.....	84,337	68,936*	458,031	281,142*	117,278	43,790*
Median Value.....	\$17,300	\$11,900	\$16,300	\$11,300	\$17,100	\$10,644
GROSS MONTHLY RENTS						
Under \$50.....	38,427	101,756	65,038	220,200	4,240	15,226
\$ 50 - 99.....	108,419	42,190	238,563	96,074	27,447	7,306
100 - 149.....	30,203	5,787	83,338	12,228	18,528	1,099
150 - 199.....	5,903		14,215		3,308	
200 or over.....	2,773		5,134		631	
No cash rent.....	4,110	—	12,076	—	2,971	—
Total Units.....	189,834	163,140*	418,364	357,112*	57,125	27,138*
Median Rent.....	\$73	\$42	\$78	\$41	\$94	\$40

*1950 totals include units for which no rents or values were determined.

BAY REGION INCORPORATED CITIES BY COUNTY



INCOME CHARACTERISTICS

San Francisco and the Bay Area have been known as relatively high-income areas in recent years, in comparison with other cities and metropolitan areas of the United States.

According to Sales Management's *Survey of Buying Power, 1962*,^(a) the city of San Francisco, ranking eleventh in population among U.S. cities, had the following ranking (among cities of 500,000 or more):

- ... second in per capita income (\$3011)
- ... fifth in per household income (\$7659), and
- ... sixth in total effective buying income^(b) (\$2,219,588,000).

And as a county, San Francisco was outranked by 28 other counties across the U.S. in population, but ranked:

- ... sixth in per capita income (\$3011), and
- ... 22nd in total effective buying income (\$2,219,588,000).

San Francisco's total personal income estimates have increased substantially over recent years, despite the decrease in total population. Estimates by the California State Chamber of Commerce for total personal income are:

(a) Copyright 1962 Sales Management Survey of Buying Power—further reproduction not licensed.

(b) Effective buying income is basically that income remaining after withholding taxes and social security deductions, available for the purchase of goods and services.

1940 . . . \$	754,648,000	1958 . . . \$	2,780,953,000
1950 . . .	2,011,189,000	1959 . . .	2,901,816,000
1955 . . .	2,416,069,000	1960 . . .	2,973,855,000

The nine counties of the Bay Area contained 23.0% of the State's population as of July, 1962, but these people possessed 24.4% of the effective buying income, based on data from the *Survey of Buying Power*. The two standard metropolitan areas in the nine-county area were high on the listings of the *Survey*, with San Francisco-Oakland (seventh in population) ranking:

- ... sixth in number of households (949,400)
- ... sixth in total effective buying income (\$7582 million).
- ... seventh in total retail sales (\$4166 million), and
- ... 22nd in per household income (\$7986).

The San Jose metro area, ranking 38th in population, ranked:

- ... 14th in per household income (\$8229)
- ... 17th in per household retail sales (\$4992)
- ... 31st in total retail sales (\$1024 million)
- ... 31st in total effective buying income (\$1688 million), and
- ... 39th in number of households (205,100).

The following table shows Bay Area cities of over 50,000 population and their 1961 estimates of effective buying income, also from the *Survey*:

INCOME DATA FOR SAN FRANCISCO AND THE BAY AREA*

1959 Gross Income Range	City & County of San Francisco		S.F.-Oakland Metro Area (6 counties)		San Jose Metro Area (Santa Clara Co.)	
	Number	% of total	Number	% of total	Number	% of total
Under \$3,000.....	24,511	13.5	83,901	11.9	16,102	10.2
\$3,000 to \$6,999.....	72,299	39.7	262,658	37.2	55,785	35.2
\$7,000 to \$9,999.....	44,045	24.2	188,259	26.6	45,139	28.5
\$10,000 to \$14,999.....	28,124	15.5	119,435	16.9	29,567	18.6
\$15,000 to \$24,999.....	9,134	5.0	37,807	5.3	9,250	5.8
\$25,000 and over.....	3,914	2.1	14,926	2.1	2,759	1.7
Totals.....	182,027	100.0	706,986	100.0	158,602	100.0
Median Incomes:						
Families only.....		\$6,717		\$7,092		\$7,417
Families & unrelated individuals.....		\$4,757		\$5,705		\$6,376

*Source: 1960 U.S. Census.

Total Income* (millions)		Per Capita Income*		Per Household Income*	
San Francisco	\$2,219.6	Palo Alto	\$3,367	Palo Alto	\$10,415
Oakland	923.4	San Francisco	3,011	San Mateo	9,217
San Jose	487.6	Berkeley	2,999	Berkeley	8,405
Berkeley	332.0	San Mateo	2,909	Sunnyvale	7,985
San Mateo	218.4	Oakland	2,533	Santa Clara	7,970
Palo Alto	190.6	Redwood City	2,528	Alameda	7,904

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SOURCES OF PERSONAL INCOME, SAN FRANCISCO AND BAY AREA, 1960

	CITY OF SAN FRANCISCO		BAY AREA (9 Counties)	
	\$000	% of Total	\$000	% of Total
Wages and Salaries*.....	\$1,854,393	62.4	\$7,171,591	65.7
Other Labor Income.....	72,937	2.4	263,902	2.4
Proprietors' Income.....	271,899	9.1	1,127,491	10.3
Property Income.....	555,502	18.7	1,611,010	14.7
Transfer Payments.....	219,124	7.4	770,979	7.0
Totals.....	\$2,973,855	100.0	\$10,944,973	100.0

*After contributions for social insurance (no other deductions).
Source: California State Chamber of Commerce.

TRENDS IN RETAIL TRADE

Retail trade is one of the major activities in San Francisco. In number of employees, retailing ranks only behind manufacturing, government and services. In 1961, the 66,600 employees in retail trade accounted for 14% of all employment in San Francisco.

The most widely used indicator of retail activity is the index of department store sales, produced monthly by the Federal Reserve Bank of San Francisco, for the cities of San Francisco, Oakland, San Jose, and others in the district. Using 1957-59 as a base period equal to 100, the 1962 average index was 107.6 in San Francisco, 107.0 in downtown Oakland, and 146.8 in San Jose.

Taking a five year period 1956-61 for comparison, a more pronounced trend is evident. Based on taxable retail transactions reported by the State Department of Equalization, sales in the nine counties increased 21.6% (better than the State as a whole with a 19.4% gain), while sales in the cities increased only 7.2% in San Francisco, 4.4% in Oakland, and 12.5% in Berkeley. During this period, all three of these cities lost population, but all managed to maintain high levels of retail activity. In other suburban areas where spacious new shopping centers have mushroomed, some cities more than doubled their retail sales in the five years—specifically, Hayward, Santa Clara, and Sunnyvale. Other cities experiencing over 50% growth in the period were San Jose, Mountain View, Burlingame, South San Francisco and Concord.

1962 taxable retail sales in the nine-county Bay Area will probably reach or top the \$6.1 billion mark, and account for about 24.6% of the State total.

1961 TAXABLE RETAIL SALES, 1961 SAN FRANCISCO BAY AREA

(IN MILLIONS OF DOLLARS)

CITIES	COUNTIES
San Francisco\$1,750.2	San Francisco\$1,750.2
Oakland 749.2	Alameda 1,499.3
San Jose 448.1	Santa Clara 996.2
San Leandro 208.8	San Mateo 646.3
Berkeley 157.0	Contra Costa 445.3
Palo Alto 150.8	Sonoma 190.2
Hayward 129.9	Marin 170.3
Richmond 122.6	Solano 130.4
San Mateo 116.5	Napa 81.4
9 County Total\$5,909.6	

Source: State Board of Equalization.

OUTLETS IN SAN FRANCISCO LICENSED TO SELL TANGIBLE PERSONAL PROPERTY AT RETAIL * (1)

TYPE OF BUSINESS	Outlets January 1, 1962	1961 Taxable Sales (000)
Licensed Retail Outlets.....	8,606	\$1,024,268
Apparel stores group	580	115,004
Women's apparel stores	247	55,000
Men's apparel stores	148	23,802
Family apparel stores	84	19,789
Shoe stores	101	16,413
General merchandise group	264	198,888
Limited-price variety stores	95	18,721
Department and dry goods stores.....	111	174,087
Other general merchandise stores.....	58	6,080
Specialty stores group	1,395	127,609
Gift, art goods and novelty shops.....	197	10,104
Sporting goods stores.....	56	5,823
Florists	121	5,417
Photographic equipment and supply stores	41	10,408
Musical instrument stores.....	70	6,153
Stationery and book stores.....	151	17,520
Jewelry stores	119	14,021
Office, store and school supply dealers.....	108	34,376
Other specialty stores	532	23,787
Grocery stores	570	42,904
Other food stores.....	863	32,909
Package liquor stores	309	33,789
Eating and drinking.....	2,583	180,050
Without alcoholic beverages.....	960	48,738
Drug stores	266	37,173
Household and home furnishings stores.....	385	50,736
Household appliance dealers.....	119	15,304
Second-hand merchandise stores.....	116	1,366
Farm implement dealers	5	2,951
Farm and garden supply stores.....	24	975
Fuel and ice dealers	5	907
Building material yards and stores.....	281	35,025
Lumber and building materials dealers....	50	17,882
Hardware stores	116	9,026
Plumbing and electrical supply stores.....	28	2,775
Paint, glass and wallpaper stores.....	87	5,342
New motor vehicle dealers.....	88	117,764
Used motor vehicle dealers.....	72	7,095
Automotive supplies and parts dealers.....	68	7,575
Service stations	594	14,276
Trailer, boat, motorcycle & airplane dealers..	19	1,968
Business and Personal Services.....	3,217	73,681
Hotels, motels and resorts.....	151	24,705
Garages	539	18,236
Repair shops and other personal service establishments	2,527	30,740
Itinerant and Mail Order Vendors.....	169	12,312
Manufacturing, Wholesaling, Contracting and Miscellaneous Outlets	9,286	639,939
Contractors and building materials manufacturing and wholesaling outlets.....	1,070	134,990
All other manufacturing, wholesaling and miscellaneous outlets	8,216	504,949
Totals	21,278	1,750,207

*Sales of food for off-premise consumption and gasoline are not included—being tax-exempt sales. 1961 food store sales are estimated at \$286,820,000 and gas station sales at \$64,715,000 by Sales Management. This would indicate total retail trade in excess of \$2,101,742,000 for San Francisco.

(1) Source: State Board of Equalization

CONSUMER PRICE INDEX

Living costs have risen in San Francisco, as elsewhere, about the same as for the rest of the country; income, however, has risen more rapidly than the cost of living in San Francisco. The Consumer Price Index (commonly referred to as the "cost of living" index) reached a new high in San Francisco for 1962, matched against a slight overall decrease nationally. The ending quarterly index figure for San Francisco in December, 1962, was 107.8, an increase of

1.4% over the year. The index averages for the last few years in San Francisco were (based on the 1957-59 average equaling 100):

1950	80.5
1955	91.1
1960	104.5
1961	105.9
1962	107.5

SERVICE INDUSTRIES

Tributary to industrial and trade development of any area is the proliferation and expansion of various services necessary to keep individuals and other businesses running efficiently. In the last few years, the service industry in the Bay Area has become the largest* in terms of employment, with over 95,000 persons employed in San Francisco itself, and some 214,600 employed in the S.F.-Oakland metro

area. The 1962 average employment of 214,600 amounted to 18.2% of the total average employment in 1962. Annual increases in this category have been in the neighborhood of 3-5%, better than most other categories have fared, excepting government or finance.

*unless wholesale and retail trade are considered together.

PRINCIPAL SERVICE INDUSTRIES IN THE BAY AREA

CLASSIFICATION	SAN FRANCISCO			S.F.-OAKLAND METRO AREA		
	No. of Establishments	Total Receipts (000)	Annual Payroll (000)	No. of Establishments	Total Receipts (000)	Annual Payroll (000)
Hotels, motels, tourist courts.....	567	\$62,306	\$22,308	1,179	\$82,681	\$27,587
Hotels.....	502	58,372	21,598	730	68,529	25,129
Motels.....	58	3,864	(d)	306	11,436	2,036
Personal services.....	3,541	64,601	21,339	8,526	156,137	51,325
Laundries.....	585	25,201	11,153	1,389	62,586	27,404
Business Services, miscellaneous.....	1,657	184,545	48,407	3,678	271,531	77,090
Advertising.....	211	103,958	13,263	342	115,081	15,609
Services to homes, buildings.....	311	13,465	7,727	898	24,611	12,747
Business, management consulting.....	206	13,831	5,723	388	19,075	7,119
Auto repair, services and garages.....	638	43,070	11,144	2,052	90,142	22,054
Miscellaneous repair services.....	886	21,587	5,972	2,351	50,164	12,636
Motion pictures.....	136	31,505	5,598	269	46,290	9,185
Amusement and recreation services.....	444	21,861	8,666	1,321	56,279	17,714
Selected services, total.....	7,869	\$429,475	\$123,434	19,556	\$753,224	\$217,591

(d) Withheld to avoid disclosure.
Source: 1958 Census of Business.

MEDIA INFORMATION

San Francisco Newspapers and Periodicals.....	135
Daily Newspapers.....	5
Foreign Language Publications.....	20
Others	110

Radio and Television—San Francisco (1961): Number of stations—AM 10, FM 13, TV 4; % of households covered—AM 99, FM 47, TV 89.

San Francisco-Oakland metropolitan area (6 counties, 1961): Number of stations—AM 20, FM 21, TV 5; % households covered—AM 98, FM 46, TV 93.

San Francisco Bay Area (9 counties, 1961): Number of stations—AM 27, FM 25, TV 6.

WESTERN WHOLESALE TRADE CENTER

San Francisco, a major regional supply base and a production and buying center, is strategically equipped for exchange of goods and services and two-way trade. Concentrated here are tremendous regional supply bases and production and selling headquarters of big establishments. Long the dominant port of the Pacific Coast in world trade, many products of the Regional West are assembled and processed here for world markets.

Extensive warehouse resources make it possible for industry to obtain greatest quantity and highest quality products in shortest possible time. San Francisco warehouse facilities are extensive, with some 250 warehouses; 28 are public warehouses operating at 43 locations in the city and 21 of these are merchandise warehouses operating dry storage of about 2,600,000 sq. ft., and four cold storage of 4,564,000 cu. ft. Goods from all over the nation and the world are brought to San Francisco in carloads and by ships for spot delivery later as distributors' sales are made in smaller lots to meet consumers' and buyers' needs. Perishables from Western farms and frozen foods are placed in cold storage in San Francisco during seasons of plenty to permit orderly marketing during seasons of scarcity.

Firms selling at wholesale in the nine-county San Francisco Bay Area are strategically located in the center of the Western Market. The 1958 U.S. Census final report gives 6,162 firms in this area with sales of \$8,170,204,000 or 32 per cent of the State total. San Francisco accounted for 60% of the Area's sales and had 3,029 establishments, or 49% of the firms.

in 1957—first of its kind in the nation to serve this business which has grown to \$50 million annually.

JACKSON SQUARE, unique in conception, provides a concentrated wholesale decorative home furnishings center open only to buyers, designers, decorators and architects. It consists of some 33 remodeled early-type buildings with 76 show rooms and 300,000 square feet of showroom space. These seventy-six firms represent over 500 manufacturers from all over the world.

The San Francisco-Oakland metro area sells 38% more goods at wholesale per capita than any other metropolitan area in California—and more than any other area in the West except Portland.

1,600 branch offices of national and regional firms make this city one of the largest branch office centers in the West.

THE BAY REGION'S DIVERSIFIED MANUFACTURING

In recent years, manufacturing growth around the San Francisco Bay Area has bypassed the congested central city areas and turned towards the suburbs for elbow room. Once agricultural communities and many of the places known as "bed-room cities" only a few years ago are now brand new industrial centers. Most noticeable example of this is the concentration of the electronics and space-age industries in the Palo Alto—Sunnyvale—Moun-

WHOLESALE TRADE — 1958 CENSUS OF BUSINESS

RANKINGS OF CITIES OVER 100,000 POPULATION, WESTERN UNITED STATES

By Annual Sales Volume (\$ millions):	Per Capita Sales*:
Los Angeles\$8,435.8	San Francisco\$6,640
San Francisco 4,916.0	Portland 5,878
Seattle 2,391.0	Denver 4,527
Denver 2,235.6	Salt Lake City 4,349
Portland 2,190.6	Seattle 4,292
Oakland 1,199.2	Los Angeles 3,403
Salt Lake City 824.0	Oakland 3,263

*Based on 1960 Census of Population.

STANDARD METROPOLITAN AREAS OF THE WESTERN UNITED STATES

By Annual Sales Volume (\$ millions):	Per Capita Sales*:
L.A.-Long Beach\$13,053.7	Portland\$3,005
S.F.-Oakland 7,458.0	S.F.-Oakland 2,680
Seattle 2,564.7	Denver 2,592
Portland 2,469.7	Seattle 2,316
Denver 2,408.5	Salt Lake City 2,315
Salt Lake City 886.6	Spokane 1,997
Phoenix 884.7	L.A.-Long Beach 1,936

Wholesale trade in San Francisco is one of the major activities of the city, ranking second in insured payrolls among industry groups.

Seven major market week showings held semi-annually attract tens of thousands of buyers as does the annual World Trade Fair. The WESTERN MERCHANDISE MART, largest complete home goods wholesale market center on the Pacific Coast, with over 3,100 lines of merchandise represented, records more than 100,000 buyer-registrations annually.

The San Francisco flower industry composed of growers and wholesalers opened the one-million-dollar SAN FRANCISCO FLOWER TERMINAL

tain View section of Santa Clara County, which in the last five years has more than doubled manufacturing employment in the area. Instrumental in this growth was the establishment in Sunnyvale of Lockheed's Missiles and Space Company division, and the rapid growth of such major electronics companies as Varian Associates and Hewlett-Packard (both Palo Alto), Ampex (Redwood City), Lenkurt Electric and Eitel-McCullough (San Carlos), Sylvania Electric Products (Mountain View), and Philco in Palo Alto.

Other industries showing substantial growth in the last few years are food processing, ordnance equipment, and printing and publishing.



MANUFACTURING PAYROLLS AND EMPLOYMENT, 1960

FOUR METROPOLITAN AREAS OF THE SAN FRANCISCO BAY REGION

Insured Wages (in \$000) and Employees, Covered by State Unemployment Compensation

Industry	San Francisco-Oakland (6 counties)		San Jose (Santa Clara Co.)		Sacramento County		Stockton (San Joaquin Co.)	
	Employment	Annual Payroll	Employment	Annual Payroll	Employment	Annual Payroll	Employment	Annual Payroll
Food and kindred products.....	40,540	\$245,719	12,747	\$ 65,967	6,408	\$ 36,452	6,073	\$ 32,308
Textile mill products.....	990	4,610						
Apparel and other fabric products.....	8,033	28,935	470	1,560				
Furniture and fixtures.....	5,094	29,063	406	2,244				
Lumber and wood products.....	2,048	11,431	672	3,975	1,048	5,848	1,407	6,915
Paper and allied products.....	8,403	51,327	1,196	7,589			911	5,248
Printing and publishing.....	19,359	126,656	2,500	15,065	1,590	9,989	551	3,032
Chemicals and allied products.....	12,213	80,860	880	5,768	490	3,735		
Petroleum refining.....	10,464	79,802						
Rubber and plastic products.....	1,805	10,388						
Leather products.....	765	4,215						
Stone clay and glass products.....	7,100	45,349	2,454	15,671	413	2,594	709	4,366
Primary metal industries.....	12,589	90,810	740	4,739				
Fabricated metal products (except ordnance, machinery & transp. eqpt.).....	21,146	138,640	2,477	15,598	611	4,068	633	4,271
Machinery (except electrical).....	14,134	89,448	5,458	39,541	435	2,728	1,291	7,695
Electrical machinery and equipment.....	14,495	92,991	16,813	119,951				
Transportation equipment.....	14,733	93,765	2,701	21,325	16,320	122,455	368	2,018
Professional, scientific and control instruments.....	1,802	10,723	740	5,079				
Miscellaneous and other.....	2,984	16,436	18,806*	157,702	914	5,387	559	3,249
TOTALS.....	198,697	\$1,251,167	69,496	\$481,776	28,228	\$193,256	12,500	\$ 69,101

*Primarily ordnance equipment.

Of the 1960 manufacturing payroll in the 9-county Bay Area, the three counties of Santa Clara, San Francisco and Alameda accounted for 76% of the total of about \$1.8 billion, while Contra Costa and San Mateo accounted for another 20% of the total.

By adding four more counties to the Bay Area

ment category led all others in the value of plant additions, and has been no less than second in any of the last five years, in terms of total investment.

The petroleum industry, while leading in total investment over the five-year period with \$229 million, actually had two-thirds of that total expended

S.F. BAY REGION: 1958 CENSUS OF MANUFACTURING

	Establishments			Annual Payroll (\$Millions)	Value Added by Mfg. (Adjusted \$Millions)	
	Total	With 100 or more Employees	Number of Employees		1958	1954
Largest Manufacturing Cities:						
San Francisco (also a county).....	1,850	99	55,730	\$ 300.8	\$ 576.3	\$ 495.8
Oakland.....	824		32,904	171.1	377.1	289.3
San Jose.....	315		20,071	105.9	223.0	132.6
Sunnyvale.....	40		14,174	118.9	201.4	49.4
Richmond.....	94		8,571	51.5	118.9	119.5
San Leandro.....	160		9,074	47.7	117.7	110.0
Berkeley.....	246		7,353	39.5	86.1	82.8
South San Francisco.....	87		8,031	45.0	79.7	48.6
Sacramento.....	217		7,163	36.0	77.9	54.7
Stockton.....	146		6,214	30.7	62.6	52.6
Palo Alto.....	92		4,733	31.3	57.2	14.0
Major Counties:						
Alameda.....	1,551	149	68,421	365.0	809.7	657.0
Santa Clara.....	773	82	51,377	332.7	672.0	263.6
Contra Costa.....	289	50	26,361	157.9	404.3	350.0
Sacramento.....	334	27	20,582	125.8	246.9	112.2
San Mateo.....	554	38	23,899	137.7	240.9	143.3
San Joaquin.....	298	30	12,667	61.3	147.7	109.4
S.F.-Oakland Metro Area (6 counties).....	4,433	344	177,953	\$ 980.3	\$2,070.6	\$1,673.8
S.F. Bay Region (13 counties).....	6,357	514	275,683	\$1,555.4	\$3,271.9	\$2,240.0

(Sacramento, San Joaquin, Santa Cruz and Yolo), a 13-county Bay Region is formed, which includes the Stockton and Sacramento standard metropolitan areas immediately adjacent to the San Francisco-Oakland metro area. Data on new plants and expansions in this area is collected by the San Francisco Chamber, and one of the tables following describes some of the recent growth.

In each of the last five years, an average of 931 new plants and expansion projects occurred, representing about \$250 million annual investment. In 1961, as in 1959, the electrical machinery and equip-

ment category led all others in the value of plant additions, and has been no less than second in any of the last five years, in terms of total investment.

The petroleum industry, while leading in total investment over the five-year period with \$229 million, actually had two-thirds of that total expended

NEW PLANTS AND EXPANSIONS — SAN FRANCISCO BAY REGION

1957-61, BY INDUSTRY (IF OVER \$10 MILLION TOTAL)

(Amounts in millions of dollars)

Industry	1957		1958		1959		1960		1961		FIVE YEAR TOTAL	
	No.	Amount	No.	Amount	No.	Amount	No.	Amount	No.	Amount	No.	Amount
1. Petroleum & fuel.....	14	\$ 24.7	30	\$150.3			16	\$ 20.2	19	\$ 27.1	96	\$ 229.1
2. Electrical machinery & eqpt..	71	41.2	114	42.2	153	\$ 60.2	132	32.7	149	45.5	619	221.8
3. Food & kindred products.....	123	37.6	190	23.4	174	22.2	116	22.9	137	23.4	740	129.5
4. Paper & allied products.....	20	56.1	31	36.1	32	12.7	20	10.2	18	10.3	121	125.4
5. Fabricated metals.....	98	12.6	118	40.2	165	17.8	101	30.2	117	10.0	599	110.8
6. Chemicals.....	56	19.8	74	9.9	90	40.8	66	19.1			353	96.6
7. Transportation eqpt.....	39	26.6					25	36.6			181	32.3
8. Primary metals.....					30	50.4					124	62.8
9. Machinery, except electrical..	64	21.8	99	12.1							406	53.1
10. Stone, clay & glass.....					49	10.8			43	18.0	191	43.7
11. Printing & publishing.....	50	11.1									367	28.5
Totals, including other industries not listed.....	738	\$274.7	1003	\$340.2	1092	\$258.4	862	\$198.7	962	\$170.4	4657	\$1,242.4

INTERNATIONAL TRADE AND MARKETING CENTER

California is now the nation's leading export state, and is also one of the major importing states. The state is apportioned into three customs districts: San Diego, Los Angeles, and the San Francisco district, which includes all of Northern California north of San Luis Obispo. Oregon and Washington are each considered customs districts, making five districts along the nation's west coast. Of these districts, San Francisco is the leading export area, and ranks second in imports, with about 32% of west coast exports and 29% of the imports, as in 1961. In that year, value of exports through the San Francisco Customs district reached \$732 million while imports totaled just under \$497 million. For exports, this represents a 97% increase over 1951, and 36% over 1956. Imports gained 44% in the last ten years and 13% in the last five years.

Australia and the Far East are the major markets for San Francisco and Bay Area exporters. In 1959, the last year which this information was published, countries of the West Pacific Basin were destinations for 51% of all exports from the San Francisco Customs District; likewise, they were the source of 45% of the imports here. Japan alone, our largest single "customer," got 21% of all exports from the San Francisco district, major items of which were industrial machinery, steel scrap, raw cotton, tallow, chemicals, oil seeds and iron ore. Japan also is the biggest exporter to the San Francisco area, with 25% of all San Francisco imports coming from there, three times the values of imports from the next larger supplier, Republic of the Philippines. Principle imports from Japan, in order of their importance in 1959, were: electrical machinery (including radio and TV parts), textile products, wood (including plywood and containers), and wool products. China, porcelain and clay products and tools were also substantial imports that year. From the Philippines, our second largest import and export "customer," the San Francisco District received mainly copra; they imported mainly electrical machinery, condensed and evaporated milk, and industrial machinery from the San Francisco area.

The effect of \$1.2 billions annually of imports and exports is difficult to measure in an area's economy, but its importance to San Francisco and the Bay Area is considerable. A substantial part of the wages in food processing (\$246 million in San Francisco-Oakland metropolitan area, 1960), chemicals (\$81 million), fabricated metal products (\$139 million) and electrical machinery (\$93 million) are dependent upon sales made to overseas buyers. Some \$151 million in wages were paid in 1960 to employees of the 122 water transportation companies in the San Francisco-Oakland area, and if the ratio of foreign tonnage handled at Port of San Francisco to total tonnage were applied to this, an estimated \$88 million of the \$151 million can be ascribed directly to world trade.

Five international shipping companies have their home office in San Francisco, and most others use San Francisco as their Pacific Coast headquarters. Five foreign flag air carriers, plus two American international carriers serve San Francisco International Airport, which in 1962 had a record passenger volume of 5,434,226 arriving or departing on all scheduled airline flights.

San Francisco is one of the nation's two major communications centers, with most of the world's systems having facilities here.

International banking has long been important here, not only with the San Francisco based banks' international offices, but also with seven banks from Canada, Japan and Hong Kong having their United States subsidiaries headquartered in San Francisco.

San Francisco ranks second to New York City in having the largest number of official representatives of other nations—52 in all maintain consular, commercial or travel offices in San Francisco. Chambers of Commerce from the Netherlands, Great Britain, Japan, Italy, Sweden and the Philippines also have offices in San Francisco.

Focal point for firms engaged in international trade is the World Trade Center, where offices of shippers, freight forwarders, consulates, customs house brokers and import-export firms are located. Here, too, is a branch office of the San Francisco Chamber's World Trade Department.

The Port of San Francisco maintains a Foreign Trade Zone, the third established by the federal government, and the only one on the West Coast. This is important to businessmen because imported goods can be brought in, stored, repacked, and even processed before paying duties, or re-exported without customs entry and without payment of duties or furnishing of bond.

Blessed with one of the world's finest harbors (San Francisco Bay), the Ports of San Francisco, Oakland, Richmond, and others have made the Bay Area the nation's eighth leading waterborne commerce area, and the West Coast's foremost general cargo area. San Francisco Bay is the most strategically and economically located distribution center for goods moving to and from the Pacific Basin—including the new states of Hawaii and Alaska.

BAY AREA TRANSPORTATION FACILITIES

Instrumental in the early development of San Francisco was the presence of one of the world's finest harbors. Later, completion of the transcontinental railroads brought the whole West weeks closer to the rest of the United States and then in 1954, San Francisco International Airport was dedicated as one of the most modern in the land. In subsequent years, the airport has been enlarged considerably, and the State has developed a massive freeway program—without tolls—which has brought together the separate communities of the Bay Area in terms of reduced driving times, and has enabled easy access to the rest of the State.



Over 100 trucklines, 88 steamship lines, 17 air carriers, 4 railroads, and 2 transcontinental bus lines provide direct service to San Francisco, and most other transport firms maintain off-line agency service here.

Since the opening of the Dumbarton Bridge in 1917, six other bridges now span San Francisco Bay and its arms, including the just-opened Benicia-Martinez bridge near Suisun Bay and Carquinez Straits. Presently, the famous Bay Bridge is undergoing a \$35 million renovation program to increase its traffic capacity above its 40 million annual total vehicle crossings, with separate decks for one-way traffic.

Freeways now connect San Francisco to San Jose, Oakland to San Jose, and the Bay Area to Sacramento. Additional major projects include the McArthur Freeway (U.S. 50) through the East Bay, and U.S. 101 north from the Golden Gate past Santa Rosa.

San Francisco International Airport is undergoing a large expansion of its terminal and garage facilities. When completed, the garage is expected to be the world's largest. This airport currently ranks fourth in volume of passenger traffic among all U.S. airports. Oakland, in 1962, dedicated a multi-million dollar airport expansion, designed to accommodate jet traffic well into the 1970's.

San Francisco Bay is the best harbor on the West Coast. Large sheltered deep water areas and a great amount of shoreline have fostered development of several ports and offer still further opportunities for terminal and waterfront facility additions.

Deep water channels enable ocean going cargo ships to navigate the Sacramento and San Joaquin rivers inland as far as Stockton and Sacramento, the latter of which will complete, in 1964, a major port facility costing over \$80 million.

The Ports of Oakland and San Francisco are the leading general cargo ports on the Pacific Coast, even though individually, each ranks far behind in terms of total tonnage handled by the Ports of Los Angeles and Richmond. The latter handles a high volume of oil and petroleum products, from the several refineries in Contra Costa County.

The Port of San Francisco has 42 piers and terminals, including specialized terminals for cotton, grain, bananas, copra and paper. Port property covers 1912 acres along the northeast and east sides of the downtown area, and 102 spaces are available for berthing ships. A heliport at the Ferry Building is the San Francisco terminal for regular service to and from Oakland, Berkeley and both airports. The Port also has a foreign trade zone, a truck coordinating service, and 60 miles of belt railway.

SAN FRANCISCO BAY

Year	Arrivals	Registered Tonnage	Departures	Registered Tonnage
1950.....	3,999	19,169,907	4,002	19,241,106
1955.....	4,638	21,563,310	4,654	21,887,206
1960.....	5,094	26,283,763	5,011	26,362,094
1961.....	4,952	25,417,809	4,914	25,251,537
1962.....	4,965	26,645,710	4,886	26,389,322

PORT OF SAN FRANCISCO (Revenue Tons)

Year	Inbound	Outbound	Total
1950.....	3,608,830	2,623,610	6,232,446
1955.....	3,450,643	2,357,030	5,807,673
1960.....	3,537,975	2,033,913	5,571,888
1961.....	3,331,897	1,979,437	5,311,334
1962.....	3,210,295	1,918,174	5,128,469

WATERBORNE COMMERCE

Origin and Destination—1961	Short Tons	% of Total
Richmond Harbor	17,859,499	32.8
Carquinez Strait	8,869,210	16.3
Suisun Bay Channel	5,126,777	9.4
San Francisco Harbor	4,151,903	7.6
Oakland Harbor	4,122,887	7.6
San Joaquin River and tributaries.....	3,950,653	7.3
Redwood City Harbor	3,120,151	5.7
San Pablo Bay & Mare Island.....	2,419,257	4.4
Sacramento River	2,077,690	3.8
All other points	2,743,170	5.0
Total tonnage, unadjusted.....	54,441,197	100.0
Total tonnage, adjusted for internal receipts and shipments	43,976,078	

Characteristics of Bay Area Tonnage, 1961	Short Tons
Foreign: Imports	5,942,560
Exports	4,703,629
Coastwise: Receipts	13,146,337
Shipments	9,597,608
Local and internal receipts & shipments	21,051,063
Total tonnage, unadjusted	54,441,197

1960 COMPARATIVE RANKINGS

Leading Pacific Coast Harbors

	Short Tons
Los Angeles Harbor.....	22,494,622
Richmond Harbor	17,263,796
Portland Harbor	13,549,332
Seattle Harbor	13,391,467
Long Beach Harbor	9,397,856
Anacortes Harbor, Washington.....	7,710,329
Tacoma Harbor	5,324,244
Honolulu Harbor	5,041,339
San Francisco Harbor	4,366,345
Oakland Harbor	4,245,444
Stockton Harbor	3,311,395
Redwood City Harbor	3,240,811
Coos Bay, Oregon	3,225,400
Everett Harbor, Washington	3,222,402
Longview Harbor, Washington	2,947,859
Vancouver Harbor, Washington	2,500,149
San Diego Harbor	2,135,798

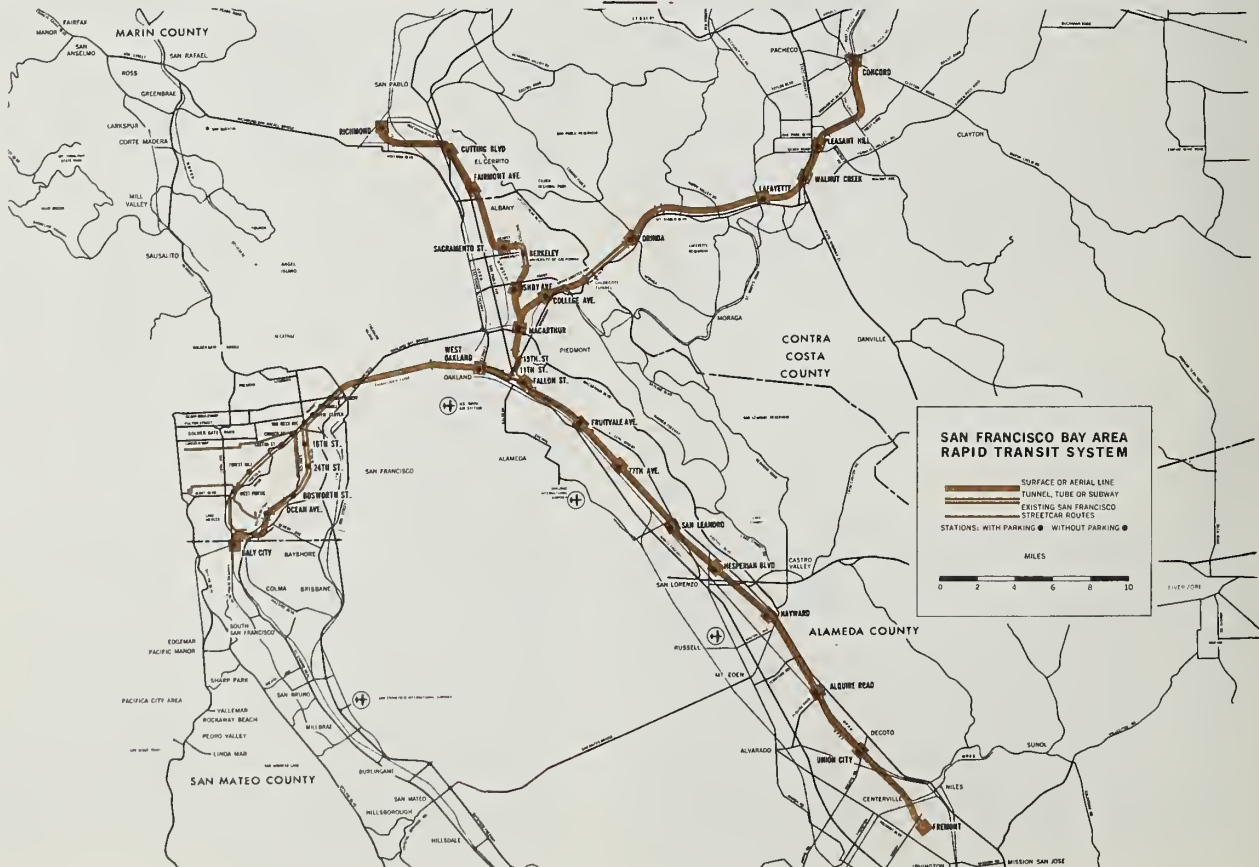
Leading Areas, United States

	Short Tons
Port of New York, including New Jersey.....	153,198,620
Delaware River (Philadelphia)	98,229,372
Chicago, Illinois & northern Indiana.....	70,437,871
Houston	57,132,659
New Orleans	56,671,652
Beaumont-Port Arthur, Texas	56,320,876
Hampton Roads (Norfolk, Newport News).....	49,955,853
San Francisco Bay	44,532,788
Baltimore Harbor & channels	43,419,627
Toledo, Ohio	34,040,035
Duluth-Superior, Wisconsin & Minnesota.....	42,677,830
Los Angeles-Long Beach	31,892,478
Detroit, Michigan	27,478,201
Baton Rouge, Louisiana	26,585,815
Corpus Christi, Texas	24,840,443
Cleveland-Lorain, Ohio	24,810,373
Boston, Massachusetts	19,019,567

Three counties of the Bay Area (San Francisco, Alameda and Contra Costa) are partners in the construction of an all-new \$925 million high speed rail rapid transit system, approved by voters in these counties in 1962. A bond issue of \$792 million will finance the bulk of the cost, not including the balance of \$133 million which the State will contribute towards a transbay tube, to be paid for from vehicle tolls on the Bay Bridge. (Reconstruction of the Bay Bridge to all-motor, tired vehicles involved removal of rail lines from the lower deck.)

The system will consist of a 75 mile route network, connecting downtown San Francisco and Oak-

land and Berkeley, with arms reaching out to Richmond, Concord, Fremont, and Daly City. A total of 37 stations are to be connected by 70 mph trains, running at 90-second intervals during peak hours and 15 minute periods at other times. Engineering work is in process, with actual construction to begin in 1964, and system completion scheduled for 1971. The system, to be controlled by a central digital computer, is designed for future expansion, which may possibly consist of arms north as far as Novato, eastward to Livermore and Antioch, and completion of a ring around the Bay from Fremont through San Jose and up the peninsula to San Francisco.



BRIDGES OF SAN FRANCISCO BAY—TOTAL VEHICLE TRAFFIC

Toll Bridges	Basic Auto Toll	Date Opened	1958	1959	1960	1961	1962
San Francisco-Oakland Bay.....	25c	11-12-36	35,961,085	37,967,243	39,026,394	40,286,427	40,968,233
Golden Gate.....	25c	5-27-37	16,847,827	18,193,672	19,325,954	20,702,013	21,768,064
Carquinez.....	25c	11-25-58*	1,089,057	11,963,442	12,892,791	13,833,083	14,063,274
San Mateo-Hayward.....	35c	3-3-29	3,247,598	3,463,901	3,688,017	3,825,114	4,123,563
Richmond-San Rafael.....	75c	9-1-55	2,781,716	3,104,955	3,338,427	3,606,482	3,869,162
Dumbarton.....	35c	1-15-17	1,643,218	1,936,247	2,265,566	2,683,442	3,208,206
Benicia-Martinez.....	25c	9-16-62	—	—	—	—	524,692

*Date when tolls were imposed. Bridge opened 5/21/27, and was toll-free from 1945 to 1958, when new parallel span was finished.

BAY AREA TRAFFIC STATISTICS

SAN FRANCISCO INTERNATIONAL AIRPORT

	Flights ⁽¹⁾	Passengers ⁽²⁾	Air Freight, Lbs.
1950.....	82,151	1,197,694	32,419,405
1955.....	135,788	2,595,808	59,517,932
1960.....	146,022	4,637,035	105,424,013
1961.....	142,532	4,754,327	122,200,101
1962.....	158,929	5,434,226	146,316,250

METROPOLITAN OAKLAND INTERNATIONAL AIRPORT

	Flights ⁽¹⁾	Passengers ⁽²⁾	Air Freight, Lbs.
1950.....	53,782	246,209	8,986,522
1955.....	75,184	463,253	7,029,418
1960.....	51,375	334,440	3,584,818
1961.....	46,038	274,530	2,952,899
1962.....	49,222	318,556	3,398,899

FREIGHT CARLOADINGS

	San Francisco only	Bay Area ⁽³⁾
1950.....	183,696	—
1955.....	172,681	—
1960.....	135,272	563,338
1961.....	127,215	554,051
1962.....	120,952	544,311

SAN FRANCISCO MUNICIPAL RAILWAY⁽⁴⁾

1950.....	189,453,115
1955.....	144,693,237
1960.....	142,094,969
1961.....	141,293,284
1962.....	141,986,118

TRANSBAY COACH⁽⁵⁾

1950.....	22,675,124
1955.....	11,994,770
1960.....	9,617,494
1961.....	9,350,650
1962.....	9,814,248

(1) Scheduled airlines arrivals and departures.

(2) Passengers off or on flights of scheduled airlines.

(3) 11 cities around the Bay Area, representing about 85% of total volume. Series started 1960; no data available previously.

(4) Years ending June 30.

(5) 1950 and 1955 data for Key System Transit Lines, coach and rail. Rails removed in 1958; and in 1960, Alameda-Contra Costa Transit District took over Key System operations.

MOTOR VEHICLE REGISTRATION—DECEMBER 1962

TOTAL VEHICLES⁽¹⁾

PASSENGER CARS ONLY

	Number	% Gain over 1961	Number	Ratio to Population ⁽²⁾
San Francisco.....	356,976	7.7	282,885	2.66
S.F.-Oakland metro area.....	1,555,099	9.3	1,252,441	2.40
San Jose metro area.....	426,361	13.0	360,461	2.21
Bay Area (9 counties).....	2,129,409	10.1	1,696,536	2.38
State of California.....	9,873,806	9.6	7,613,551	2.28

(1) Includes fee paid and exempt (government-owned) vehicles.

(2) Based on Jan. 1963 population estimates.

SAN FRANCISCO, THE FINANCIAL CENTER

San Francisco, the financial and insurance capital of the West, is headquarters of the world's largest bank and is the nation's third most important financial center. California's banking laws permit branch banking on a statewide basis. Of the country's 50 largest banks, four are headquartered in San Francisco and four in Los Angeles. Three are statewide in operations, the largest of which is in San Francisco. The City has 15 banks with head offices here, and most of these have other offices throughout the Bay Area. Banks with headquarters in San Francisco reported total resources of over \$18 billion at the end of 1962.

The Federal Reserve Bank of San Francisco is the headquarters of the Twelfth Federal Reserve District. Member banks in this District did the third largest volume of business among Federal Reserve Districts in 1961. This District covers California, Oregon, Washington, Idaho, Nevada, Arizona and Utah.

DEPOSITS AND RESOURCES, BANK SYSTEMS HEADQUARTERED IN SAN FRANCISCO (\$MILLIONS)

	Demand Deposits	Savings and Time Deposits	Total Deposits	Resources
1950.....	\$5,196	\$4,114	\$ 9,310	\$10,133
1955.....	7,134	6,285	13,419	14,699
1960.....	8,348	8,298	16,646	18,480
1961.....	8,471	8,587	17,058	18,869

At the end of 1961, the Bay Area was home to at least 137 major corporations, of which 82 were headquartered in San Francisco. Each of these companies had assets of at least \$10 million, and 26 of these firms were listed among the 500 largest manufacturing or 50 largest retail, banking, transportation or utility firms in the United States (as per Fortune Magazine's recent survey). An interesting comparison of the San Francisco firms on the recent list to those on the list of five years ago, shows that in order to be included in the 30 largest firms, a company had to have over \$100 million in total assets in 1961, versus only \$44 million in 1956. Total assets of the 137 firms at the end of 1961 exceeded \$48.2 billions.

BANK DEPOSITS IN SAN FRANCISCO ONLY, INDIVIDUALS, PARTNERSHIPS AND CORPORATIONS* (\$MILLIONS)

	Demand	Savings and Time	Total
1950.....	\$1,311	\$1,249	\$2,560
1955.....	1,557	1,563	3,120
1960.....	1,749	1,822	3,571
1961.....	1,841	2,112	3,953
1962 (preliminary)...	1,772	2,294	4,066

*As of last Wednesday in each year.



The Pacific Coast Stock Exchange is second only to New York as a regional security market. It accounts for about 30% of the national regional stock exchange volume.

The San Francisco division, founded in 1882, and the Los Angeles division, founded in 1899, have played important individual roles in pumping the lifeblood of finance into the dynamic Pacific Coast area to build industrial growth, to develop business and to expand agriculture.

Consolidation of the two exchanges, amalgamating the West's two chief security markets, was effected in January, 1957, after years of planning and study. The creation of a broader market—providing many new opportunities for investors, corporations, security dealers and banks and financial institutions—was the result.

PACIFIC COAST STOCK EXCHANGE

	Shares Traded	Value
1950*.....	27,423,323	\$ 477,937,988
1955*.....	40,444,945	722,213,238
1960.....	44,853,085	883,355,671
1961.....	73,198,461	1,279,815,968
1962.....	50,565,911	\$1,097,208,446

*Combined totals of the San Francisco and Los Angeles Stock Exchanges.

In a recent survey by the New York Stock Exchange—a census of stockholders—it was shown that San Francisco has the highest percentage of shareowners of any major city in the U.S., with over 198,000 stockholders, or 26.6% of the City's population. Four counties: San Francisco, Marin, San Mateo, and Contra Costa, have a total of 547,500 shareowners, or 27% of the total in California. California's 2,037,000 shareowners comprised about 12% of the national total of 17 million.

At the end of 1961, there were 55 savings and loan associations in the 9-county Bay Area, 16 of which had their main offices in San Francisco. Total assets at year end were—

	San Francisco	Bay Area
1950.....	\$ 68,484,459	(n.a.)
1955.....	246,319,834	\$ 616,594,000
1960.....	723,976,000	1,756,192,000
1961.....	934,256,000	2,270,866,000

Source: California Savings and Loan League.
(n.a.) Not available.

INSURANCE

San Francisco is the insurance center of the West, and home office location for twenty-eight stock and mutual companies, authorized to transact business in California. Represented in San Francisco in fall of 1961 were 718 insurance carriers, agents and brokers. The industry employs about 21,500 persons with annual payrolls of about \$104,362,000. In addition, San Francisco is the headquarters of some nineteen insurance associations including such prominent names as Board of Fire Underwriters of the Pacific, Pacific Fire Rating Bureau, and Insurance Brokers Exchange of California.

Direct premiums written by all insurance groups in California amounted to \$3,318,244,497 in 1960, or 8.5% above the previous year. Direct losses paid \$1,739,914,333 were up 25.4 per cent. Life insurance in force in California totaled \$54.9 billion in 1960.

DIRECT PREMIUMS WRITTEN AND LOSSES PAID, STATE OF CALIFORNIA (IN MILLIONS OF DOLLARS)

	Premiums Written	Losses Paid
1950.....	\$1,256	\$ 488
1955.....	2,076	875
1956.....	2,265	1,055
1957.....	2,536	1,206
1958.....	2,767	1,303
1959.....	3,058	1,387
1960.....	3,318	1,740

	Direct Premiums Written	Direct Claims Paid
Major Classes (1960)		
Life	\$1,078.8	\$542.9
Liability	625.3	277.7
Disability and health	623.1	483.2
Workmen's compensation	264.2	138.0
Automobile	252.8	122.7
Fire & extended coverage	195.4	80.1
Multiple peril	80.3	35.4
Marine	66.8	33.2
Title	54.3	1.4

EDUCATION AND RESEARCH

Superior educational and research facilities are available in the Bay Area, including such world-renowned universities as Stanford—which now has several campuses in Europe and Japan—and the University of California, largest in the world, with

a 22,800-student campus in Berkeley, and schools of medicine, dentistry, etc. in San Francisco.

Four of the 15 schools of the State College System are located in the Bay Area—at San Francisco, San Jose, Hayward, and Cotati. Several other schools—Catholic, private, women's, men's, junior colleges, etc., are in San Francisco and its surrounding area.

FULL-TIME ENROLLMENTS, 1961 FALL SEMESTER BAY AREA INSTITUTIONS OF HIGHER LEARNING

In San Francisco:

San Francisco State College.....	7,876
University of California at San Francisco (6 campuses).....	2,606
University of San Francisco.....	2,264
San Francisco College for Women.....	429
Heald's Engineering College.....	414
Heald's Business College.....	302
College of Physicians and Surgeons.....	224
San Francisco Art Institute.....	220
Golden Gate College.....	184
Cogswell Polytechnical College.....	146
California Podiatry College.....	90
San Francisco Conservatory of Music.....	38
Music and Arts Institute of San Francisco.....	17

Other Bay Area:

University of California.....	Berkeley	22,805
San Jose State College.....	San Jose	11,200
Stanford University.....	Palo Alto	8,292
Mills College.....	Oakland	1,410
University of Santa Clara.....	Santa Clara	1,584
St. Mary's College.....	Moraga	861
College of Holy Names.....	Oakland	673
Dominican College.....	San Rafael	445
Armstrong College of Business Administration.....	Berkeley	411
Alameda County State College.....	Hayward	375
College of Notre Dame.....	Belmont	272
St. Patrick's Seminary.....	Menlo Park	232
California Maritime Academy.....	Vallejo	218
Golden Gate Baptist Theological Seminary.....	Mill Valley	212
San Francisco Theological Seminary.....	San Anselmo	197
Heald's Business College.....	Oakland	145
Church Divinity School of the Pacific.....	Berkeley	135
Berkeley Baptist Divinity School.....	Berkeley	123
Pacific School of Religion.....	Berkeley	117
Heald's Business College.....	San Jose	104
Sonoma State College.....	Cotati	90



Source: State Department of Finance report on "Enrollments in California's Institutions of Higher Learning," Fall 1961.

A recent directory "Scientific Resources of the San Francisco Bay Area" lists over 500 different research organizations in industry, government agencies, schools, and private institutions in 1961. In the fall 1961 semester, public and parochial

school enrollments in the nine Bay Area counties totaled 906,624, in kindergarten through grade 14. (Public junior colleges are maintained in California by individual school districts): Of this total, 90,628, or 10%, were enrolled in parochial schools.

PUBLIC AND PAROCHIAL SCHOOL ENROLLMENTS SAN FRANCISCO BAY AREA, 1961*

County	TOTAL		PUBLIC SCHOOLS			PAROCHIAL SCHOOLS
	Kindergarten Through Grade 14	Total	Kindergarten Through 6th	Grades 7 Through 12	Junior College	Total
Alameda	215,544	195,555	113,405	76,298	5,852	19,989
Santa Clara	193,698	180,147	108,039	65,322	6,786	13,551
San Francisco	125,646	96,544	52,541	37,662	6,341	29,102
Contra Costa	124,183	119,050	67,268	46,883	4,899	5,133
San Mateo	117,707	105,814	61,172	41,019	3,623	11,893
Sonoma	39,228	36,481	19,915	14,300	2,266	2,747
Marin	38,348	34,462	20,051	13,135	1,276	3,886
Solano	35,434	33,393	19,473	12,644	1,276	2,041
Napa	16,836	14,550	7,793	5,852	905	2,286
Total	906,624	815,996	469,657	313,115	33,224	90,628

*As of Oct. 31, 1961.

AGRICULTURE AND MINING

The Bay Region is in the center of agricultural output of the Pacific coast, and is the focal marketing area for produce and livestock from the famous Central Valley of California, a 450-mile long cornucopia stretching from Kern County, just north of Los Angeles, to Redding and Shasta County in the north.

In the 48 counties comprising Northern California are located over 74% of the state's farms, and 80% of farm acreage in California—most of which is located in the Central Valley, and the Santa Clara, Sonoma, Napa, Salinas and Pajaro valleys.

San Francisco and the 4 million residents of the Bay Area provide a large adjacent market for the products of Northern California's 73,412 farms and 29,597,000 acres of farmland. The nine Bay Area counties alone, with only 4.4% of the land in California, have 8.1% of the farm acreage and 13.6% of the farms. In 1961, gross receipts from agriculture in the Bay Area amounted to \$292 million, about 9.3% of the state's income from agriculture.

In spite of the absence of agricultural land in San Francisco, the City is basically tied to agricul-

ture. Several dozen state and federal agencies serving agriculture are located here, as are major financial and marketing institutions and associations, research facilities, food processing and exporting firms. Extensive port, rail and storage facilities available in San Francisco, Oakland, Sacramento and Stockton give Bay Region and Northern California food products ready access to markets all over the globe.

The Santa Clara Valley, in southerly part of the Bay Area, is prominent in the production of prunes, apricots, cherries, and pears, and is one of the most intensive fruit producing areas in the world. Santa Clara County ranks among the first ten counties in the nation in value of farm products sold.

In the Sonoma and Napa Valleys, in the northern section of the Bay Area, prunes, apples, pears, and wine grapes are the leading fruit crops. The region is also known for its poultry products. California accounts for 95 per cent of the world production of sweet prunes. These valleys and the upper Sacramento Valley contribute practically all. California also produces over 90 per cent of the nation's almonds, apricots, dried prunes, canning peaches, grapes, olives and walnuts; also one-third of pears, one-half of oranges, one-quarter of truck crops and one-fifth of rice.

AGRICULTURE IN THE SAN FRANCISCO BAY AREA

1959 CENSUS DATA

1961 AGRICULTURAL INCOME

County	Number of Farms	Total Acres in County	Farmland Acres	Size of Avg. Farm (acres)	Gross Receipts	Major crop and 1961 receipts:
Santa Clara.....	3,345	833,280	529,489	158.3	\$ 78,648,000	Prunes\$15,013,000
Sonoma.....	4,695	1,010,560	763,847	162.7	77,729,000	Milk 18,614,000
Solano.....	1,016	529,280	477,975	470.4	33,593,000	Tomatoes 4,320,000
Alameda.....	1,108	469,120	311,139	280.8	31,585,000	Cauliflower 2,560,000
Contra Costa.....	1,380	469,760	287,927	208.6	22,593,000	Walnuts 1,945,000
Napa.....	1,198	485,120	296,112	247.2	18,216,000	Grapes 2,358,000
San Mateo.....	378	290,560	86,941	230.0	16,294,000	Brussels Sprouts.. 1,997,000
Marin.....	377	332,800	227,450	603.3	13,982,000	Milk 10,388,000
San Francisco.....	44	28,800	145	3.3	not reported	
Bay Area	13,541	4,449,280	2,981,025	220.1	\$ 292,640,000	
State	99,274	100,206,720	36,887,948	371.6	\$3,153,200,000	



The Salinas and Pajaro Valleys, producing a wide range of field, fruit, vegetable, and grain crops, have a ready market for their products in the San Francisco Area.

The Sacramento Valley, northeast of San Francisco, is 175 miles long and 30 miles wide and contains 2,900,000 acres of agricultural land on the valley floor of which about 1,400,000 acres are harvested crop land. There are 2,300,000 acres in its marginal plains and foothills. About 1,459,000 acres in these areas are under irrigation.

The San Joaquin Valley, east and south of San Francisco, is 250 miles long and 40 miles wide and comprises the largest continuous block of agricultural land in the State. On the vast plains of the

valley floor are 6,600,000 acres of land having gentle slopes favorable for agriculture; of this about 2,300,000 acres are now harvested cropland. The marginal foothills of the valley add 1,800,000 acres, making a total of 8,400,000 acres, or about 37% of the crop land in the State. Over half of all the lands under irrigation in California are in the San Joaquin Valley and marginal area.

These two valleys form what is commonly called the Great Central Valley, or Central Valley. In this area alone are 14 of the nation's 150 richest counties, in terms of total agricultural income, including the nation's leader, Fresno County. Climate in the Central Valley is diversified, with crops being brought to harvest every month of the year.

In August, 1962, President Kennedy attended the opening celebration of the San Luis unit of the Central Valley Project. The San Luis Dam, canals and reservoir will bring water storage facilities to the dryer west side of the San Joaquin Valley for the first time, at an estimated cost of \$511 million, and will be an essential part of the \$1.75 billion state water plan approved by California's voters in 1960 to carry surplus water from Northern California to water-shy Southern California. This bond issue was the largest ever to be submitted to voters in any state of the U.S.

This mammoth undertaking of the United States Bureau of Reclamation provides for conservation and use of water for irrigation, aids navigation, enables flood control, and provides for power generation all the way from Trinity Dam in the North down to Bakersfield in the South. When completed in about 1969, an estimated \$1.17 billion will have been invested in plant and equipment—including the giant Shasta Dam and Powerplant (completed 1945—third highest in the United States), Folsom Dam and Powerplant (1955), Friant Dam (1942), and the Trinity Dam, now 80% complete.

Mining

California is the center of the West's mining industry, producing more than twice as much as any other western state. Third-ranked nationally, behind Texas and Louisiana, her major products are petroleum (averaging 320 million barrels annually), natural gas, cement, sand and gravel. California's mining output was valued at over \$1.4 billion in 1961, about 8% of the national total.

The State's mining industry, and therefore that of the whole West, has its focal point in San Fran-

BAY REGION MINERAL PRODUCTION, 1961

County	Major Items	Total Production Value, All Minerals
Alameda.....	Sand and gravel.....	\$20,377,314
Contra Costa.....	Stone, crushed.....	5,641,570
Marin.....	Stone, sand.....	2,452,974
Napa.....	Asbestos, stone.....	2,485,846
San Francisco.....		—
San Mateo.....	Stone, crushed.....	11,924,911
Santa Clara.....	Stone, crushed	
	Sand and gravel.....	26,252,313
Solano.....	Natural gas.....	11,645,944
Sonoma.....	Sand and gravel.....	3,941,054
9-County Bay Area.....		\$84,721,926

County	Major Items	Total Production Value, All Minerals
Sacramento.....	Natural gas	
	Sand and gravel.....	\$24,928,566
Santa Cruz.....	Sand and gravel.....	10,182,705
San Joaquin.....	Sand and gravel	
	Natural gas.....	8,471,301
Yolo.....	Sand and gravel.....	4,086,708
13-County Bay Region.....		\$132,391,206

cisco, where the San Francisco Mining Exchange and the State's Division of Mines are located. Over 20 million shares, valued at \$2.9 million, were traded in 1961 at the Mining Exchange.

Industrial development in the San Francisco Bay Region is, in part, directly related to the available large supply of minerals such as gypsum, talc, limestone, dolomite, clays and salines. New techniques in metallurgy and recently discovered new uses for minerals will continue to offer additional profitable opportunities to industries using minerals in their manufacturing processes.

The Port of San Francisco with its excellent facilities for handling grain and ore cargoes, makes

the Bay Region an important location for the processing of imported minerals. In the Bay Region the Port of Stockton has the largest bulk ore handling terminal in the West, drawing ores from the West for export to Japan, our biggest customer outside North America. Bulk oil facilities are available at several Bay locations, notably at Richmond.

While the Bay Region produced only 9.3% of the State's minerals in 1961, the major product, sand and gravel, accounted for 30.8% of the state production. Crushed stone and natural gas are also important in this area. Three counties, Kern, Los Angeles and Ventura, accounted for 51% of the State's mineral production in 1961.

POWER AND WATER SUPPLY

Bay area residents enjoy comparatively low utility rates, and residents of San Francisco, Oakland and San Jose pay monthly bills which are lower than those of most eastern and midwestern cities. Much of the saving in utility bills of the average resident comes from not having to use as much heating energy as residents of colder climates must use.

Excluding water costs, San Francisco has one of the two lowest combined charges for utilities in the U.S.; however, lower water costs in Los Angeles and Seattle give those cities a more favorable picture for household usage.

San Francisco's water supply comes from the Sierra Nevada mountains and the springs, wells and lakes of the San Francisco peninsula and Alameda County. Since the acquisition of the Spring Valley Water System in 1930, the City of San Francisco has insured the future of its service area by continuous expansion and improvement of the Hetch Hetchy system, and providing one of the United States' greatest water storage and distribution systems. In 1962, San Francisco voters approved a \$115,000,000 bond issue designed to improve and further enlarge the facilities in anticipation of the Bay Area's expected growth of population and industry. Storage capacity of the system at June 30, 1962,

was estimated at 277,872 million gallons, and actual capacity amounted to about 254,621 million gallons. Average daily water demand on the system is 175 million gallons, about 83% of which is from San Francisco customers.

Metered service charges to standard residential and small commercial customers in San Francisco are 70 cents per month, plus 24 cents per 100 cubic feet, up to 3,300 cubic feet. As usage increases, the rate per 100 decreases to a low of 12.2 cents per 100 cubic feet for larger users.

Water usage around the San Francisco Bay Area averages about 500 million gallons daily. Over 40 cities, districts, and private companies supply this need, and about 90% of the total water needed is supplied by five entities:

- San Francisco Water Dept.
- East Bay Municipal Utilities District
- San Jose Water Works
- California Water Service Company
- Contra Costa Water District

Although present supplies are sufficient to meet peak demands, major construction programs are under way (notably, those by the first two listed above) to assure adequate supplies for the anticipated growth in the Bay Area.

TYPICAL MONTHLY UTILITY COSTS, 1962

RESIDENCE, MAJOR WESTERN CITY

City	Gas (50 therms)	Electricity (150 kwh)	Telephone	Water (1000 cf)	Total Cost
Seattle.....	(a)		(c)	(d)	
Los Angeles.....	(b)	\$8.50	\$6.45	\$1.70	\$16.65
Oakland.....	\$5.54	4.28	4.55	2.39	16.76
San Francisco.....	4.30	4.98	5.05	3.00	17.33
San Jose.....	4.08	4.98	5.05	3.10	17.21
Denver.....	4.55	5.28	5.05	—	—
San Diego.....	3.99	5.00	6.20	2.63	17.82
Portland.....	6.52	5.26	4.90	3.45	20.13
	9.88	4.05	—	—	—

(a) Includes 15 therms for space heating. California figures subject to a possible refund, depending on outcome of Federal Power Commission decision.

(b) Due to high cost of gas and predominant usage of electricity, Seattle is presumed to have all electric service.

(c) Flat rate, private line, hand set. Excludes 10% federal excise tax.

(d) Many cities or districts, including, for example, Los Angeles' Metropolitan Water District, receive tax subsidies in one form or another, without which water costs to user would be higher. Above figures based only on charges to user.

San Francisco and the Bay Area are served by Pacific Gas and Electric Company, the nation's third largest public utility. This company serves a 47-county area in Northern and Central California, a total of about 94,000 square miles, with 77 steam and hydro-electric generating plants having a capacity of over 6 million kw. The Company, in cooperation with General Electric Co., built the nation's first nuclear electric power plant (in Livermore) to be financed by private funds, and has recently completed a 60,000 kw. atomic power unit at Humboldt Bay, also without government aid. In 1962, the State authorized this company to proceed with plans to build and operate a \$61 million, 325,000 kw. generator, which will be powered by a boiling water reactor, on Bodega Bay, Sonoma County. This is expected to be finished by 1965. Sonoma County is also the site of the U.S.'s first geothermal power plant, a 12,000 kw. plant utilizing steam from nearby geysers, built in 1960. In 1963, an additional unit will be completed, which will double the capacity from that source.

Natural gas is distributed throughout most of the Bay Area by the same utility, which purchases gas from numerous producers in California, and via a 1400 mile long, 36-inch pipeline from Alberta, Canada, completed in 1961. Gas is also received from Texas and New Mexico through two parallel 34-inch lines built by PG&E, connecting with suppliers' lines at Needles, in southeastern California.

San Francisco and most of the Bay Area are served by the Pacific Telephone and Telegraph Company. The communities and cities of Novato, Los Gatos, Morgan Hill and Kenwood are served by Western California Telephone Company, and all phones of both companies are dial phones in the Bay Area.

San Francisco is one of the outstanding cities in the world in the use of telephones, with 68.8 per 100 population in January, 1962, ranking second among U.S. cities (after Washington, D.C.) in the number of telephones in service per 100 persons.

Monthly rates for residential telephone service vary with type of service desired from \$3.00 for two-party 60 message units to \$5.05 for individual line flat rate service. The only business service offered is individual line message rate service with an allowance of 85 message units at a monthly rate of \$5.50. The current charge per message unit in excess of the allowance is 4.25 cents for all classes and types of services mentioned above. The rates do not include the 10% federal excise tax.



UTILITY CONNECTIONS

	CITY OF SAN FRANCISCO				BAY AREA (9 counties)		
	Water	Gas	Electric	Telephones*	Gas	Electric	Telephones
December 31, 1950.....	146,984	238,987	258,271	445,217	763,000	835,000	1,093,749
December 31, 1955.....	152,924	246,252	267,447	488,571	925,000	1,009,000	1,421,953
December 31, 1958.....	155,496	249,488	271,086	530,732	1,023,000	1,108,000	1,728,279
December 31, 1959.....	156,222	249,553	271,822	546,776	1,063,000	1,151,000	1,852,356
December 31, 1960.....	156,671	250,622	273,284	564,706	1,103,032	1,191,691	1,960,966
December 31, 1961.....	154,333	251,615	274,869	578,208	1,140,500	1,230,500	2,067,733

*Includes extensions, military and small portions of San Mateo County.

WHAT'S NEW IN CONSTRUCTION

Construction, as measured by building permits in the nine-county Bay Area, topped one billion dollars in value in 1962, the first time that total has ever been attained, and rose 14.8% above the previous year's total. About \$689 million of that amount was for residential construction, undertaken on permits for 59,264 dwelling units, or more than existed in both the cities of Alameda and Berkeley during the 1960 census count. This record volume of construction was only for buildings, and did not take into account the many additional millions being spent on roads, freeways and public

works or utility projects. In 1962, as in 1961, five Bay Area counties exceeded the \$100 million mark in value of construction, and two counties authorized at least 10,000 dwelling units each:

1962 BAY AREA CONSTRUCTION

	Value of All Permits	Number of Dwelling Units Authorized
Santa Clara	\$335,700,000	18,644
Alameda	216,000,000	13,446
San Francisco	156,200,000	5,179
San Mateo	133,700,000	6,375
Contra Costa	126,600,000	6,841

The \$156,184,383 valuation of construction authorized in the City of San Francisco was also a record total, and was 41.6% above the 1961 figure.

Total value of all major construction projects (including freeways, public works and utilities) under way at the end of 1962 came to over \$259 million, compared to a similar figure of \$157 million at the end of 1961.

Residential construction alone, sparked by record numbers of new apartment structures, jumped 70% above the 1961 valuation; and the number of dwelling units authorized came to 5179 for the year, nearly 80% above 1961. Of these, 829 were single unit homes, 168 were 2-family residences, and 4182 were in buildings of three or more units.

Some of the major projects authorized in 1962 were:

Golden Gateway—three 22 and 25 floor apartment buildings (Perini Corp.)	\$13,390,000
Hartford Insurance Group—33 floor office building (Hartford Ins. Co.)	11,400,000
Civic Auditorium rehabilitation (City of S.F.)	6,623,000
Laguna Heights cooperative apartments (Eichler Homes, Inc.)	4,667,000
Diamond Heights—single family homes (180) (Eichler Homes, Inc.)	4,252,000

In addition, a \$4,112,000 garage for the Golden Gateway project was authorized a building permit, although land has yet to be cleared and construction may not start until later next year (1964).

Other major projects under way at the start of 1963 included:

*Federal Office and Courts Bldg.	\$32,512,000
Southern Freeway (4 sections, Newcomb St. to Orizaba St.)	18,545,000
Hilton Hotel (1200 rooms; 1960 permit)	15,000,000
**Pacific Telephone & Telegraph Company Bay Area regional office building	13,800,000

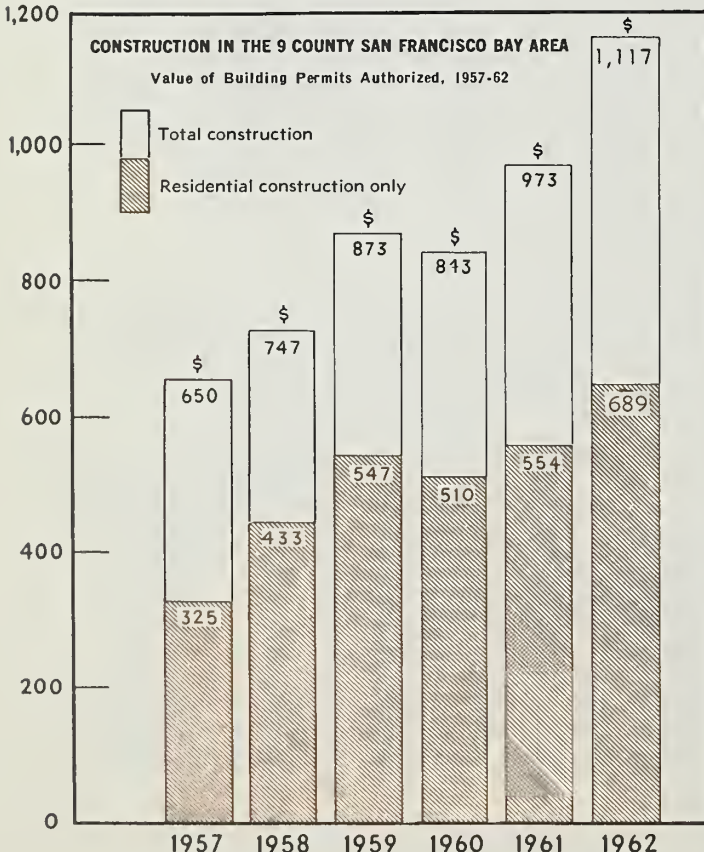
*Federal structures do not require permits.

**Small permit for site preparation work issued late 1962.

The City is due for a considerable increase in office space available in the next 2 or 3 years, with seven major buildings due for completion or construction. These structures together will have at least 3,159,000 square feet of usable space, which is only 20% less than the total space added by all office buildings built in San Francisco since 1950. The Federal Office and Courts Building at 450 Golden Gate Avenue will add 925,000 square feet of usable space, making it the largest building west of Chicago when completed later this year.



MILLIONS
OF \$
1,200



The era of cooperative apartments is still with us. Counting two buildings already completed (1080 Chestnut and The Comstock), some 2294 units in 18 projects will have been completed between 1961 and 1964 in San Francisco. Most of these are located on Nob and Russian Hills, or in Diamond Heights and the Western Addition redevelopment areas.

San Francisco's three major redevelopment projects are well along. *Western Addition Area One* has several completed buildings, and re-population is under way. Most of the building permits in this area have now been issued, and by the end of 1964, most projects should be nearly complete. Projects yet to start are those by Dworman Associates, and the Japanese Cultural Center. *Western Addition Area Two*, virtually surrounding the initial project area, has been defined and approved, and plans are under way for selective redevelopment, with emphasis on preserving or rehabilitating most of the buildings.

In *Diamond Heights*, many single unit homes have been completed, and a start has been made on some of the low apartment houses by San Francisco Redevelopers, Inc., on Red Rock Hill. Much activity will begin in 1963, not only on residential buildings, but also on several churches and a community-type shopping center.

The *Golden Gateway*, longest in the planning stage of these projects, celebrated starting of its construction with a groundbreaking in August, 1962. In phase I, three high-rise apartment units containing 756 dwelling units have already been started; and the 1300-car garage has been authorized in the blocks bounded by Battery, Clay, Davis and Washington Streets. Atop this largest garage

in San Francisco will be situated the new Alcoa Building, a 25-story office structure.

When value of all proposed projects (i.e., those expected to start within 12 months) are added together, over \$295 million worth of construction is on the drawing boards, just in San Francisco, which is down from a like figure of \$368 millions at the start of 1962.

Building Permits Authorized		1958	1959	1960	1961	1962
San Francisco.....	number.....	11,595	11,025	11,723	13,720	14,291
	value.....	\$83,226,675	\$109,903,777	\$129,982,736	\$110,306,098	\$156,184,383
Residential.....		32,991,234	37,929,901	67,067,912	45,379,230	77,467,146
Non-residential.....		22,067,295	30,172,529	31,158,027	31,140,109	38,458,555
Additions, alterations and repairs.....		28,168,146	41,801,347	31,756,797	33,786,759	40,258,682
9-County Bay Area						
All construction —value.....		\$747,093,000	\$873,384,000	\$842,972,000	\$972,745,000	\$1,117,076,000
Residential —value.....		\$432,707,000	\$546,513,000	\$509,987,000	\$553,847,000	\$688,927,000
Dwelling Units Authorized						
San Francisco.....		2,280	3,069	3,880	2,883	5,179
S.F.-Oakland Metropolitan Area.....		24,426	29,003	28,489	31,129	37,379
San Jose Metropolitan Area.....		15,939	18,743	16,407	15,839	18,644
9-County Bay Area.....		41,227	49,304	46,094	49,160	59,264
Real Estate Deeds Recorded						
San Francisco.....		17,250	17,506	16,534	17,048	17,964
9-County Bay Area.....		133,665	157,182	149,914	143,611	160,624

EMPLOYMENT

At the end of 1962, there were approximately 1,520,000 persons employed in the nine counties of the Bay Area, including wage and salary workers, self-employed, unpaid family workers, and domestics. Of this total, about 475,000 (or 31.2%) were employed in San Francisco. Of those employed in San Francisco, two of every seven employees lived outside the City of San Francisco. San Francisco's industrial pattern and its role as a core city in an expanding metropolitan area have attracted large numbers of job seekers, resulting in an extensive pool of highly skilled workers available to most parts of the whole Bay Area. As the new immigrants become established in new jobs, many move to suburban areas within commuting distance. New workers are easily absorbed in most professional and technical occupations, but only add to existing surpluses in such fields as advertising, foreign trade and entertainment, to name a few. Demand is consistently high for engineers, scientists, programmers, stenographers, and general office workers. In construction and manufacturing, there are usually opportunities for well qualified skilled workers, and surpluses of the less skilled. Trends in employment by industry in San Francisco show that greatest increases in recent years have occurred in two categories—service and finance, insurance and real estate:

	July 1959	July 1960	July 1961	July 1962
Contract construction.....	21,400	20,500	20,400	20,800
Manufacturing.....	69,400	68,800	65,500	64,200
Transportation, communi- cation & utilities.....	53,300	53,400	52,500	52,700
Wholesale trade.....	49,600	49,100	49,500	49,700
Retail trade.....	67,100	66,600	63,700	64,200
Finance, insurance, real estate.....	47,900	51,500	53,100	54,700
Services.....	91,000	92,200	94,700	96,400
Government ⁽¹⁾	70,000	71,900	71,800	72,800
All others ⁽²⁾	1,000	1,200	1,100	1,100
Totals.....	470,700	475,200	472,300	476,600

(1) Includes all civilian employees of Federal, State and local governments regardless of the activity in which employees are engaged.

(2) Includes agriculture, forestry, fishing and mining.
Source: State Dept. of Employment.

Manufacturing activities in San Francisco proper are gradually declining. As plants become cramped for space or obsolete, employers often desert their loft-type buildings in the City and relocate in surrounding industrial parks in single story buildings, as has been the case particularly in the metal trades. However, more than compensating for these losses has been an office building boom to house expanding company headquarters and financial institutions. With the passage of the Rapid Transit bonds in 1962, this means even further development for San Francisco as an executive headquarters and administrative area.

EMPLOYMENT BY OCCUPATIONAL GROUPS OF RESIDENTS, 1960

	SAN FRANCISCO RESIDENTS			RESIDENTS OF SAN FRANCISCO-OAKLAND METRO AREA		
	Total	% of Total	Male Only	Total	% of Total	Male Only
Professional and technical...	40,446	12.2	23,352	151,623	14.1	96,843
Managers, officials, and proprietors	28,510	8.6	21,983	102,644	9.5	85,911
Clerical	79,268	23.9	23,251	206,309	19.2	60,548
Sales	25,219	7.6	16,318	88,541	8.2	59,033
Craftsmen, foremen	32,838	9.9	31,319	142,910	13.3	138,747
Operatives	38,161	11.5	26,294	136,079	12.6	102,690
Service workers	39,286	11.9	25,129	97,524	9.1	56,482
Farmers and farm managers	344	0.1	318	4,881	0.5	4,636
Farm laborers	392	0.1	323	6,008	0.6	5,210
Laborers	14,148	4.3	13,733	47,852	4.4	46,443
Private household workers	6,946	2.1	732	24,536	2.3	1,518
Occupations not reported	25,598	7.7	14,884	67,095	6.2	41,716
Totals	331,156	100.0	197,636	1,076,002	100.0	699,777

Source: 1960 U.S. Census.

GENERAL BUSINESS CLIMATE

The Chamber's general index of business activity showed a gain of 5.7% over the previous year, with an index of 124.0, based on the 1957-59 average equal to 100.

During the year, all index data were revised to the new basis from that of 1947-49, by both the Chamber and the federal government.

The four basic components of the index showed an increase ranging from 8.3 per cent for bank debits to a decrease of 4.9 per cent in freight car loadings.

Electric energy sales in San Francisco gained 5.4 per cent and department store sales rose 3.0 per cent over 1961. Each index component showing increases set new annual highs while freight car loadings sunk to a new annual low.

Electricity sales in San Francisco topped two billion k.w.h. per year for the first time. Bank debit totals gave San Francisco a sixth place ranking nationally. Department store sales, while only 7.6 per cent above the 1957-59 average, indicate that the city is holding its own in retail trade despite the growth in number of many large suburban shopping centers.

Pacific Coast Stock Exchange trading amounted to more than a billion dollars for the third successive year although the total was 14.3 per cent less than 1961. More than 50 million shares were exchanged, but this, also, was down—30.9 per cent from 1961.

San Francisco's tiny Mining Exchange, facing possible extinction by the SEC, came close to its 1960 low mark in volume of shares traded and did only 46 per cent of the dollar volume it had in 1961.

Utility use increased in 1961, partly because of the colder winter. Electricity sales rose 5.4 per cent, gas 3.6 per cent and water 0.9 per cent.

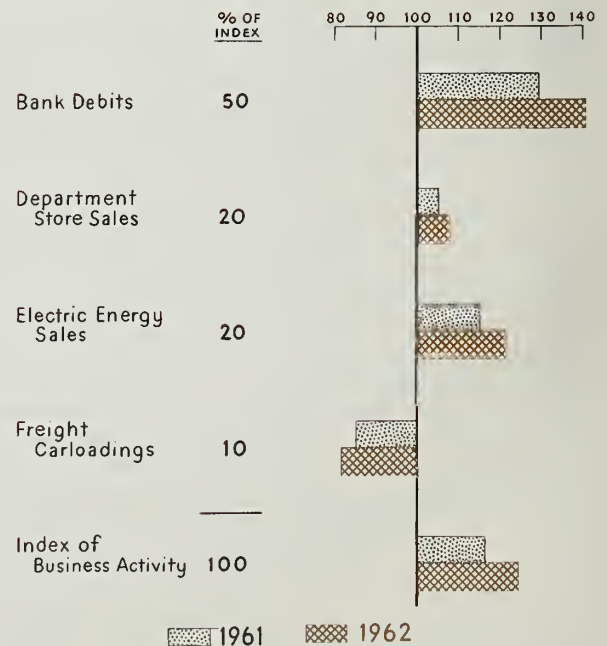
In the transportation field, airport data for the first 11 months of 1962 presage an annual gain of about 13 per cent in scheduled airline flights—now averaging 450 a day going and coming. Passenger traffic, already above the five-million mark for 11

months, was 15.6 per cent above the same period in 1961. Daily average of passengers off-and-on for the year was about 15,100.

Ships entering or leaving the Port of San Francisco again carried over five million revenue tons for 1962, although the total was 3.4 per cent less than in the previous year. About 59 per cent was

SAN FRANCISCO BUSINESS ACTIVITY

1962 VS 1961
Index Base: 1957-59 = 100



classified as "foreign" tonnage, which declined only 1.4 per cent from 1961.

Ship traffic through the Golden Gate, 4,965 cargo vessels arriving or departing, remained at about the 1961 level.

Oakland's airport situation brightened in 1962. Scheduled airline and passenger traffic was up 6.9 per cent and 16.0 per cent, respectively—the first annual increases in recent years.

In the San Francisco-Oakland Metropolitan Area (the counties of San Francisco, Alameda, Contra Costa, Marin, San Mateo and Solano), and the San Jose Metropolitan Area (Santa Clara County) there was an average total employment of 1,452,280 in 1962—up 3.4 per cent. Major gains in the six-county area were: services, up 4.0 per cent; finance, insurance and real estate, up 3.9 per cent.

Unemployment in the seven counties together stood at 81,400 in December—about 1.9 per cent more than a year ago. This amounted to 5.1 per cent of the December work force in the S.F.-Oakland area and 5.9 per cent in the San Jose Area. Continuing a trend towards shrinking agricultural employment in the Bay Area, employment in this field was down to an average of 17,170 in the six counties or 1.5 per cent of the total employment.

Along with employment, wages of Bay Area workers edged upward in 1962. Average 1962 weekly

earnings in S.F.-Oakland Metropolitan Area for manufacturing employees was \$117.70, up 3.6 per cent over 1961, and \$116.58 in the San Jose Metropolitan Area, up 4.4 per cent. Lesser increases occurred in construction and retail and wholesale trade in the six counties.

Mortgage loans in San Francisco averaged 1,880 a month for the year, setting new records in number and value—the latter topping the 1961 record by 42 per cent. Real property sales, totaling 17,964, also topped previous records.

Real estate transfers in the Bay Area (excluding Solano) were up 11.5 per cent over 1961, while the number of mortgages showed a 14.1 per cent gain. More than \$3 billion was involved in over 162,000 mortgage loans.

Department store sales also rose in Oakland by 2.0% and by 7.1 per cent in rapidly-growing San Jose.

San Jose recorded a 24.8 per cent increase in bank debits. Oakland's total climbed to more than \$11 billion—a 14.2 per cent increase.

San Francisco Customs District—including Northern California and Nevada—is apparently headed for another banner year. Total exports and imports are now over the one-billion-dollar mark—the fourth time in any year this figure has been attained.

SAN FRANCISCO'S GOVERNMENT: A CITY AND A COUNTY

The City and County of San Francisco is a municipal corporation. San Francisco has a consolidated city and county government, with legislative powers vested in a board of supervisors of 11 members, five and six being elected every two years for four-year terms. The mayor, treasurer, assessor, city attorney, public defender, district attorney, sheriff, superior and municipal court judges are elected by the voters for four year terms. The chief administrative officer is appointed by the mayor and has permanent tenure. The controller is appointed by the mayor, subject to confirmation by the board of supervisors and also has permanent tenure.

The Mayor appoints members of commissions, boards, authorities and agencies pertaining to art, city planning, civil service, fire, housing, library, recreation and park, parking, permit appeals, police, public utilities, redevelopment, retirement (in part) and welfare, and may remove his appointees except civil service, public utilities, recreation and park, members of the school board, and welfare commissioners. The mayor has power of veto over legislation. Members of the board of education are nominated by the mayor and passed upon by the voters. San Francisco has operated under five charters, granted in 1850, 1856, 1861, 1898 and 1932.

The charter is not only the organic law of the city but it is also the law of the State within the constitutional limitations and free from any interference by the State through general laws. The San Francisco governmental structure is both a county and a municipal corporation, and functions performed by its officers in each instance determine whether it is to be viewed as a city or county.

San Francisco contains district and regional offices of many branches of the State and Federal government. Located here are some 49 major agencies of the State, including top rank Commissions and Boards. There are about 174 Federal Agencies in San Francisco, including representatives of the legislative and judicial branches, executive departments and independent agencies. Executive departments include: Agriculture, Air Force, Army, Commerce, Defense, Health, Education and Welfare, Interior, Justice, Labor, Navy, Post Office, State, and Treasury and numerous special agencies related to regional administration of Federal activities.

SAN FRANCISCO VOTING RECORD

	Registered Voters	Votes Cast
November 1950.....	429,864	312,137
November 1952.....	431,107	365,972
November 1954.....	381,723	277,502
November 1956.....	397,385	342,652
November 1958.....	406,158	319,179
November 1960.....	404,613	348,290
November 1962.....	384,470	295,799

TAXES AND VALUATIONS

In the Bay Area, residents and industries pay taxes on local and state levels which are reasonable and consistent with services provided. Annual property taxes, levied by counties, range from 1½% to 3% of true value, depending on where the property is located.

In San Francisco property is assessed at an average rate of 23.5% of assessed value, which results in an average property tax of about 2.2% of full value. Since San Francisco is both a city and county and unified school district, the \$9.39 rate is uniform, as contrasted to other counties in which varying district and city boundaries combine to produce hundreds of rates within a county.

The State of California levies both a sales and income tax. On incomes, the tax ranges from 1% to

7% on adjusted gross incomes over \$15,000. Of the 4% retail sales tax, 3% is collected by the state, and 1% goes to the county where the merchandise is sold. Notable exceptions to the sales tax are groceries, prescription drugs, and gasoline. Gasoline is taxed, however, at the rate of .06c per gallon, in addition to the .04c federal tax.

San Francisco's basic tax rate for the fiscal year ending June 30, 1963 is \$9.39 per \$100 of assessed valuation. While this represents a 10.7% increase over the previous high in the second preceding year, the rate itself is lower than those in Oakland (\$10.05) or Berkeley (\$9.94). It should be remembered, however, that tax rates as such do not accurately reflect the cost, quantity or quality of governmental services, nor do they give a complete

SAN FRANCISCO TAX RATE

Fiscal Year Ending June 30.....	1950	1955	1960	1961	1962	1963
Tax Rate.....	\$5.66	\$6.85	\$8.09	\$8.48	\$8.31	\$9.39
Percentages of Taxes Delinquent:						
1. End of indicated Fiscal Year.....	0.93	0.86	1.10	0.65	1.04	—
2. End of Fiscal Year June 30, 1962.....	0.13	0.12	0.21	0.34	1.04	—



San Francisco's new Federal Office and Court House building, now nearing completion. It will contain 1.4 million square feet of floor space, making it the largest building west of Chicago.

picture of what a property owner may pay due to wide differences in assessment practices among different communities.

San Francisco's bonded indebtedness at the end of fiscal 1962 amounted to \$238,549,000, or about \$320 per capita for the city's 745,000 population. The bonded debt limit at that date was \$265,425,004. The margin for future bond sales subject to the 12% debt limit amounted to \$66,144,004. Bonds authorized but unsold — and subject to the 12% limit — amounted to \$32,445,000 as of that date.

Assessed valuation of the city and county of San Francisco is characterized by unusual stability. Growth is reflected in the moderate increases in the assessment rolls because of considerable new commercial structures, and continuing replacement of deteriorated structures, reassessments, and increases in taxable inventories.

San Francisco's assessment roll, after allowing for \$85,159,806 in veterans, welfare and other exemptions, stood at \$2,211,875,031 for the 1962-63 fiscal year, a 4% increase over the previous year.

Fiscal Year Ending June 30:	Land	Improvements	Tangible Personal Property	Solvent Credits	Total Assessment Roll*
1950.....	\$349,961,572	\$507,786,005	\$235,225,381	—	\$1,509,059,293
1955.....	368,547,795	634,445,990	291,972,467	\$725,632,886	1,964,613,798
1960.....	373,985,295	767,229,755	333,170,763	623,280,575	2,014,734,779
1961.....	372,649,025	800,478,485	344,905,237	624,513,682	2,060,074,171
1962.....	377,256,345	832,824,595	356,005,674	643,866,171	2,126,085,079
1963.....	380,329,870	865,137,770	370,316,465	681,250,732	2,211,875,031

*Total includes exemptions for veterans, welfare and others.

HOTEL AND CONVENTION CENTER

Aided by the successful World's Fair in Seattle in 1962, San Francisco had a record number of tourist visitors from outside California, estimated at 1,937,000 by the Convention and Visitors Bureau. The enactment in 1961 of a hotel tax has enabled application of funds to a nationwide campaign to attract even more conventions and visitors to San Francisco, which already is one of the nation's three or four largest convention centers.

Civic Center is the focal point for the majority of San Francisco's conventions. The Civic Auditorium (presently undergoing a \$6 million renovation program) is adjoined by Brooks Hall, an underground exhibit hall, and the 1500-car Civic Center Garage, also underground. Buildings within a 3-to-4 block radius of the Auditorium, with seating capacities are:

Civic Auditorium (Main Hall, 9,000; 2 adjacent halls, 1,630)....	10,600
War Memorial Opera House	3,250
Joseph B. Nourse Auditorium	1,850
Veterans' Building Auditorium.....	1,100
Merchandise Mart Auditorium and Green Room.....	900

In addition, the Cow Palace (seating capacity, 10,879) is often used for large conventions. This was the site of the 1956 Republican National Convention.

The 1958 Census of Business showed that San Francisco has a total of 502 hotels, of which 358 were big enough to have a payroll. Fifty-eight motels were counted within San Francisco, of which only 44 had a payroll. Gross receipts from all hotels and motels in 1958 amounted to \$62.2 million.

Since then, three new major hotels have opened, and another large project is under way; these were the first new major hotels in San Francisco in many years. The 1200-room hotel now under construction is nearly half again the size of the largest hotel presently in San Francisco.

SAN FRANCISCO CONVENTIONS			TOURIST VISITORS TO THE BAY AREA		
	Number	Out-of-Town Attendance	Total Attendance	Number	Estimated Money Spent
1950.....	—	—	—	883,000	\$47,200,000
1955.....	265	194,000	—	1,497,000	70,140,000
1960.....	397	294,000	1,209,000	1,712,000	90,400,000
1961.....	438	367,000	1,458,000	1,761,000	93,900,000
1962.....	450	385,161	1,154,123	1,937,000	111,815,000

MEDICAL CENTER

San Francisco's role as the Medical Center of the West is reflected in the fact that 33 per cent of all patients admitted to its 30 hospitals come from outside the city. Of these, many are sent by physicians in distant communities—and even in other countries.

University of California maintains its mammoth Medical Center in San Francisco, including Schools of Medicine, Dentistry, Pharmacy and Nursing; a Cancer Research Institute, Cardiovascular Research Institute, and Neuropsychiatric Research Institute, and two hospitals. Plans for a School of Health Sciences and another hospital are underway, with construction expected to start in 1963.

San Francisco public health facilities include a bacteriological laboratory, a chemical laboratory,

consolidated inspection services, San Francisco General Hospital, Laguna Honda Home for aged indigents, Hassler Health Farm for convalescent tuberculosis cases, five emergency hospitals, child welfare centers, well-baby clinics and other health control facilities scattered throughout the city.

SELECTED STATISTICS, SAN FRANCISCO HOSPITALS, 1960

Number of Beds	8,265
Number of Employees	12,884
Value of Plant and Equipment (Cost).....	Over \$120 Million
Current Replacement Values	Over \$215 Million
Total Payroll (1960).....	Over \$ 60 Million
Number of Admissions.....	187,881
Patient Days of Service	2,515,193
Births	19,710



NORTHERN CALIFORNIA MARKET

Northern California, according to the State Chamber of Commerce, consists of 48 counties, including Monterey, Kern, Tulare, Fresno, Mono and all counties north of those named. Kern, Tulare, Kings and Fresno counties are sometimes included in Southern California, but these counties usually are considered part of the San Joaquin Valley of Northern California, even though Kern County is contiguous to Los Angeles County.

The Northern California area comprises the trading area most effectively served from the San Francisco Bay Area in competition with other key Pacific Coast cities north and south and includes many of California's wealthy counties. This market includes five major geographic divisions and several minor ones. Adjacent to the San Francisco Bay Area on the north are the North Coast counties; easterly are the Sacramento and San Joaquin Valleys with their adjacent uplands; and on the south are Salinas and Pajaro Valleys and the Central Coast counties. The whole includes an area larger than the entire New England group of States and almost twice the size of New York State. Northern California's 48 counties cover 98,017 square miles, or 62.5% of the State's area.

Most of its population is located in either the Fresno Metropolitan Area or in the 13-county San Francisco Bay Region, which includes four contiguous standard metropolitan areas: San Francisco-Oakland, San Jose, Sacramento, and Stockton. Out of the total population, over 73% reside in the five metropolitan areas named above. Estimated effective buying income (a) in 1961 was \$15.8 billions, and the value of farm crops and livestock sold ex-

ceeded \$1.9 billions. Estimated retail sales for the 48 counties in 1961 (a) were \$9.8 billions, and wholesale sales, \$11.2 billions (1958 Census of Business).

The Northern California market between April 1950 and April 1960, was expanded by 1,944,534 people. The annual buying income of these additional residents would amount to \$4,673 million based on a 1960 per capita income of \$2,403 for the state.

California's excellent freeway system has been extended to all major population centers, and work is in progress on the first trans-Sierra freeway (Interstate 80), which will provide quick access to recreational areas of the Sierras and to the Reno-Sparks area (1960 population, 70,189; households 24,017), which accounts for 24.6% of Nevada's population.

Northern California from an economic aspect, is one of the most diversified regions of the Pacific Coast. In addition to abundant field, fruit, and vegetable crops of the valleys, there are rich mining and grazing sections in the foothills of the Sierras, and the lumber industry along the north Coast and in the rising slopes of the Sacramento and San Joaquin Valleys. The major production from the farms, mines, forests, and factories of this area moves through the San Francisco Bay Area to national and world markets. Industrial expansion in the last four years has averaged better than \$365 million annually in new plants and expansions, with major gains in electrical machinery, primary metals, chemicals, and food processing industries.

Northern California, based on latest reports, accounts for about 70 per cent of the farms and 73 per cent of the farm acreage in California; 40 per cent of assessed valuation; 42 per cent of the population; 41 per cent of the families; 41 per cent of retail trade; 43 per cent of wholesalers' sales; 42 per cent of the income; 46 per cent of bank debits; 42 per cent of all industry insured units; 62 per cent of the value of farm products sold; 57 per cent of livestock sold; and 74 per cent of orchard lands.

MAJOR GEOGRAPHIC AND ECONOMIC AREAS IN CALIFORNIA

Areas	No. of Counties	Square Miles	Population July 1, 1962	Households Jan. 1, 1962(a)	Effective Buying Income (\$millions) 1961(a)	Retail Sales (\$millions) 1961(a)
San Francisco Bay.....	9	6,989	3,933,700	1,224,100	\$ 9,736.8	\$ 5,497.5
North Coast.....	4	9,342	191,500	59,900	396.4	255.9
Central Coast.....	3	5,159	315,500	92,300	650.8	409.6
Sacramento Valley.....	9	14,173	939,000	270,700	1,907.3	1,286.5
San Joaquin Valley.....	8	27,442	1,491,400	429,900	2,650.2	2,052.4
Mountain counties.....	15	34,912	245,500	76,200	472.0	326.5
Northern California.....	48	98,017	7,116,600	2,153,100	\$15,813.5	\$ 9,828.4
Southern California.....	10	58,724	9,977,400	3,106,600	24,091.9	13,591.7
State.....	58	156,741	17,094,000	5,259,700	\$39,905.4	\$23,420.1
Northern California						
Standard Metropolitan Areas:						
San Francisco-Oakland.....	6	3,316	2,944,300	949,400	\$ 7,582.2	\$ 4,165.9
San Jose.....	1	1,305	760,100	205,100	1,687.7	1,024.0
Sacramento.....	1	983	567,400	162,100	1,248.4	762.9
Fresno.....	1	5,964	389,200	111,300	695.2	555.5
Bakersfield.....	1	8,152	305,000	89,000	568.7	425.0
Stockton.....	1	1,409	262,100	77,400	520.5	352.9

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COMPARISONS: SAN FRANCISCO **and Other Western Cities, Counties and Areas**

City	AREA Sq. Mi.	POPULATION			HOUSEHOLDS*	1961 INCOME*	
		1962 Number	% Gain from 1960	1960 Density		Per Capita	Per Household
Los Angeles.....	454.8	2,587,100	4.4	5,451	914,200	\$2,835	\$8,023
San Francisco.....	44.6	745,000	0.6	16,452	289,800	3,011	7,659
San Diego.....	192.4	615,300	7.3	2,979	188,300	2,406	7,862
Seattle.....	88.5	562,200	0.9	6,295	202,400	2,680	7,445
Denver.....	71.0	503,200	1.9	6,956	168,600	2,576	7,689
Phoenix.....	187.4	470,800	7.2	2,343	141,600	1,994	6,631
Portland.....	67.2	370,500	—0.6	5,546	134,100	2,415	6,674
Oakland.....	53.0	364,600	—0.8	6,935	132,700	2,533	6,958
Long Beach.....	45.9	353,100	2.6	7,498	127,900	2,665	7,356
Honolulu.....	83.9	304,100	3.4	3,506	79,300	2,417	9,267
Tucson.....	70.9	228,600	7.4	3,003	68,000	1,862	6,260
Albuquerque.....	56.2	220,400	9.5	3,580	62,800	2,068	7,257
San Jose.....	54.5	215,800	5.7	3,747	65,800	2,259	7,410
Sacramento.....	45.1	200,000	4.3	4,250	69,200	2,690	7,741

County & Major City	AREA Sq. Mi.	POPULATION			HOUSEHOLDS*	1961 INCOME*	
		1962 Number	% Gain from 1960	1960 Density		Per Capita	Per Household
Los Angeles.....	4,060	6,395,200	5.9	1,487	2,109,200	\$2,648	\$7,956
San Diego.....	4,255	1,167,700	13.0	243	332,200	2,253	7,633
King—Seattle.....	2,134	970,400	3.8	438	318,100	2,471	7,537
Alameda—Oakland.....	733	946,700	4.2	1,239	303,000	2,428	7,488
Orange—Santa Ana.....	782	882,500	25.4	900	231,200	2,280	7,894
Santa Clara—San Jose.....	1,302	760,100	18.3	493	205,100	2,359	8,229
San Francisco.....	45	745,000	0.6	16,452	289,800	3,011	7,659
Maricopa—Phoenix.....	9,226	717,300	8.1	72	206,600	1,903	6,607
Sacramento.....	983	567,400	12.9	512	162,100	2,304	7,701
San Bernardino.....	20,131	551,400	9.5	25	162,600	1,908	6,402
Multnomah—Portland.....	424	531,000	1.6	1,233	180,800	2,271	6,668
Honolulu.....	598	527,200	5.4	837	123,900	2,158	9,184
Denver.....	71	503,200	1.9	7,483	168,600	2,576	7,689
San Mateo.....	454	492,800	10.9	979	145,700	2,862	9,422
Contra Costa—Richmond.....	734	448,200	9.6	557	123,400	2,298	8,005

Standard Metropolitan Area	AREA Sq. Mi.	POPULATION			HOUSEHOLDS*	1961 INCOME*	
		1962 Number	% Gain from 1960	1960 Density		Per Capita	Per Household
Los Angeles-Long Beach.....	4,842	7,277,700	7.9	1,393	2,340,400	\$2,607	\$7,950
S.F. Bay Area**.....	6,952	3,933,700	8.1	523	1,224,100	2,549	7,954
S.F.-Oakland.....	3,313	2,944,300	5.8	840	949,400	2,633	7,986
San Diego.....	4,255	1,167,700	12.1	243	332,200	2,253	7,633
Seattle.....	4,234	1,153,000	4.1	262	373,200	2,360	7,290
Denver.....	3,665	977,800	5.2	254	300,300	2,378	7,741
San Bernardino-Riverside.....	27,308	902,400	11.4	30	266,600	1,942	6,412
Portland.....	3,657	842,900	2.6	225	275,400	2,166	6,830
Phoenix.....	9,226	717,300	8.1	72	206,600	1,903	6,607
San Jose.....	1,302	760,100	18.3	493	205,100	2,359	8,229
Sacramento.....	983	567,400	12.9	511	162,100	2,304	7,701
Honolulu.....	598	527,200	5.4	837	123,900	2,158	9,184

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**Includes San Francisco-Oakland and San Jose metro areas, plus Napa and Sonoma Counties.



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